Steers Royal Fair

Entries numbering some 17,000 make Canada's Royal Winter Fair the largest show of its kind and keep it on course in setting the nation's high cattle breeding standards. Guiding its fortunes this year is Stewart Gordon Bennett, himself a prizewinning Shorthorn breeder, elected the Royal's president this week after two terms as vice-president. He's head of the Toronto leather firm of Beardmore & Co. and vice-president, Canada Packers Ltd. (Personality sketch, page 6).

The Financial Post

Canada's National Weekly of Business, Investment and Public Affairs.

20 cents

Vol. XLVII Twenty Cents an Issue, Six Dollars a Year ★ Publication Office: Toronto, March 28, 1953 ★ Member of Audit Bureau of Circulations No. 13

THE NATION'S BUSINESS

They Should Know What They Own

When you buy shares of a company, you become one of the owners. It is your expectation and your right to be kept fully informed about the operations of the company.

That's the theory. It isn't always the case—by a long shot.

And it is this unhappy fact which gives so much importance to the report of the Special Committee of the Canadian Institute of Chartered Accountants. That group has been making a study of what basic revisions are required in present companies acts to bring them closer into line with today's needs, and into conformity with current concepts of appropriate business morality.

In general, there are two main themes: fuller disclosure of company information and fair presentation of company reports. This means that the committee wants a great deal more information revealed than is now required.

A most important recommendation is for clear-cut and useful revelations of financial affairs of a company with subsidiaries or affiliates. Under today's requirements there are some notorious cases where company reports tell nothing of importance because information about related companies is withheld. In such cases the investing public can only go on rumor and only the insiders know what's going on, whether and when to buy or sell. The auditors incidentally want directors to be required to tell the annual meeting what each of them have been doing in shares of the company during the year.

The state of Delaware about 75 years ago used to advertise, to the effect, Incorporate here. No information need be revealed. That sort of thing isn't good enough for today, nor are some of the practices considered acceptable even 25 years ago.

The Chartered Accountants have proven themselves a professional body of skill and integrity with a fine sense of public service. Their special study should have the most respectful attention of Parliament and all the legislatures. Action on the various companies' acts is too long overdue.

• • •

CNR Skipper Gets Steam Up

It was obviously a very bonnie brawl in the Railway Committee hearing when somebody gave Donald Gordon the idea he was calling him a liar.

Gordon didn't like it and his roars of indignation rattled the Parliament Buildings.

But there is a very important principle back of this week's tempestuous incident. There are two angles to it:

1. The Opposition alleges that a CNR hotel manager was demoted because of the complaint of a high political figure. Gordon says no. We'd take his word for that without cavil.

Apart from a fervent belief in his complete integrity we do not think Gordon in all his long government service has ever been pushed around by political brass.

2. Fundamental to the sound operation of our Crown companies is that the man Parliament appoints to run them must be given the power to run them, without interference.

It would be impossible and totally chaotic to run a railroad or a chicken ranch if the hired hands were in the practice of running off to their MPs or to Parliamentary Committees arguing about the instructions and decisions of the boss.

Parliament has its proper opportunity for review of over-all policies and the result of those policies. If it ever sticks its fingers into the administration and operation of these companies nothing but bad will result.

Mr. Gordon is thoroughly right in holding to the position that details of administration are solely a CNR internal matter.

• • •

Reuther Wrong On Facts Again

The CIO boss Walter Reuther has some wild-eyed and totally inaccurate visions of profits in Canadian business.

For every dollar paid out in wages, says Reuther, Canadian business as a whole "has taken nearly 50 cents in profits during the postwar years."

Tell that to the boss. He'd have a lot less worries.

Tell that to the shareholder. He'd have been collecting a lot more dividend cheques.

We don't know where Reuther got his notion. But we do know that in the postwar years it has been roughly true that an amount equal to 50% of the country's wages and salaries bill is large enough to cover all depreciation costs and all investment income in Canada.

Let's look at what an amount equal to 50% of wages and salaries must cover. Depreciation: The cost of replacing machinery to keep men employed. It certainly is not profit. Investment income which must include interest on money borrowed. That certainly is not profit either. But investment income also includes other earnings on capital, like income from workers' savings for retirement and protection. Some portion of this total is actually profit and out of that taxes are paid. And this doesn't leave much out of the roughly 50%.

These have been good years for business. But they have been good years for labor too. And let's not try to fool anybody.

Last year, wages and salaries jumped by 12% over 1951. Investment income rose by 2%. In the past five years, the value of Canada's total production increased 47%, but wages and salaries rose 52%.

Labor is getting a bigger piece of a bigger cake.

New Plant Parade Goes On For Weeks

Major New Chemical Units Go Into Production As $130 Million Construction Program Nears Finish — What It Means To Industry

By W. L. DACK

Canada's chemical boom is entering a new phase — production.

For the next eight to 10 weeks, major chemical units will be coming "on stream" at the rate of about one a week, and the record stays impressive over the rest of the year.

The new phase marks the changeover from the construction worker to the chemical expert and maintenance worker. In all, the companies have put up close to $130 millions to build and equip the plants, and provided thousands of building jobs.

And as they go into production, there promises to be a major impact on almost every industry in the country. They will produce dozens of products, labeled "made in Canada" for the first time, to save millions in import dollars. In most lines, prices promise to be competitive with, if not lower than, imports. It will advance Canada a long step forward in industrial self-sufficiency, bring big savings in closer industry integration.

Some of the products and common uses:

—Isopropyl alcohol, used in many industrial applications.

—Formaldehyde, helps to make plastics.

—Carbon black, makes tires wear longer.

—Synthetic phenol, used in plastics, paint and varnish.

—Pentaerythritol, for high quality industrial finishes.

—Phosphorus, for synthetic detergents, soaps and pulp and paper.

Almost every project is bigger than the initial indicated market justifies. This is partly in line with chemical plant economics, but more a reflection of what the chemical leaders think about the future of Canada and the industry.

When they talk about the expanded capacities, the chemical people are quick to add that they don't expect to get up to peak levels right away; some don't think they'll make it for a couple of years. But the intermediate and long-term outlook is "pretty terrific." Besides, you have to move fast in this fast-moving industry and nail your pennant to a new product or process before someone else does.

Markets and Pricing

Business has been going along "very well" in recent months. It is a good deal better than in the first half of last year, when expansion plans were clouded in the light of the amount of business being done. And the outlook is bright over the next few months.

But the new plants are going to have to meet a lot of competition both from each other and U. S. and European importers. Surpluses are inevitable in such lines as acetone, formaldehyde, pentaerythritol, maybe ethylene glycol. To even get the share of the domestic market they have been counting on will mean shaving margins considerably in some cases to keep in line with laid-down prices of imported products.

Typical of sharpening European competition are the price lists being sent out in recent weeks. Not only are the prices much more in line now with that of the domestic industry, but some of them carry the following notation at the bottom of the list, "If above prices are not competitive please let us

(Continued on page 3, col. 1)

Dollar Squeeze, U.S. Position Could Cut Our Auto Exports

Will the Canadian automobile industry be able to maintain its export sales at the high levels of 1951 and 1952?

January export figures, the latest available, indicate it won't; those figures are much below the same month last year and mark continuation of a decline that started in the second half of last year:

Two reasons why exports may be down considerably this year:

—Overseas markets which were turned over to Canadian manufacturers by parent U. S. firms because of metal scarcities in the U. S. may be taken back;

—Shortage of dollars in customer countries and a development in those countries of automotive industries to conserve their dollars.

A substantial drop in automobile exports could affect employment in Windsor and Oshawa and will make some difference to Canada's national position in overseas trade. Particularly affected will be Canada's exports to Latin American countries which owed a major part of the overall 1952 increase to sales of trucks and passenger cars.

The phenomenal increase in Canadian exports of automobiles took place in the second half of 1951 and the first half of 1952. It embraced not only Latin American countries but countries in Europe and the Near East where we had never sold cars before. All these markets, normally reserved to the parent companies in the U. S., were presumably handed over to the Canadian plants when there was surplus capacity in Canada and the U. S. plants could not get enough materials to fill their domestic orders.

Order Diversion Stopping

That period has now ended; and the figures suggest that the parent companies are stopping the diversion of foreign orders to Canada. The result of such a decision by the U. S. parent companies will make a considerable dent in Canadian export figures.

The following table shows exports of Canadian automobiles

(Continued on page 2, col. 3)

Sixth Trade Fair Sell-out, 35% Bigger Than Last Year

Sold Right Out signs were going up over Canadian International Trade Fair exhibit areas this week with opening date (June 1) more than two months away.

With $254,000 sq. ft. of exhibit space sold at midweek (more than 33% up on last year's 190,000 sq. ft.) only a very few more exhibitors in a few consumer goods categories could now be squeezed into the 260,000 sq. ft. available in the Toronto CNE grounds for this year's fair. All space in the machinery and machine tools section was sold out months ago and there was now a long waiting list for any space that might be made available by cancellations.

For this, the sixth fair, Canadian firms were showing in all 19 trade classifications and again headed the list of exhibiting countries (now totaling 23) with more than half the exhibit space: 137,000 sq. ft. as against 95,700 last year.

Britain — through more than 160 firms—is putting on a renewed drive following a slack 1952 showing, with more than double last year's space (56,000 sq. ft. vs. 25,700).

West Germany, which exhibited in a big way for the first time last year, is also stepping up her effort this year with about 50% more space than occupied last year (20,000 sq. ft. vs. 14,500).

These countries make up the 1-2-3 in order of space occupied. Emphasis among all three is on capital goods—plant and construction equipment, machinery and the like—with Britain and Germany in fierce competition for machine tool sales.

Notable among other countries who have increased their space bookings this year are Eire (textiles) and India (house furnishings).

PRICES

Gasoline, furnace fuels and stove oil have been boosted in B. C. following recent crude oil and product price hikes by California suppliers. Gasoline goes up 1 7/10c a gal., furnace fuels 2 1/10c and stove oil 2 4/10c.

Crude Oil has been raised 6c a bbl. in Alberta. The increase is said to reflect changing competitive position of U. S. crude at Sarnia resulting from the increasing exchange value of the U. S. dollar.

Cobalt price has been cut from $2 to $1.40 a lb. The Canadian Government stockpile objective of 600,000 lbs. has been reached. Purchase of cobalt concentrates will be continued by the Government at $1.40 a lb. until April, 1954.

Cement raised as result freight rate increases. Increase at representative Ontario points 7c bbl. Toronto not affected. Freight rates hit both raw materials, finished product.

Bricks raised $3-5 a thousand at Toronto, as a result of cost increases.

Canned citrus juices look higher. Processors are about at end of their season with the market in best position in years.

Hardware has been moving in both directions in its annual spring price consolidation. Wrenches, can openers and some types of game traps are up slightly, while vises, friction catches, passage latchsets, punches, pulleys and some kinds of cord have moved down a little. Most of the changes have not yet reached industry-wide proportions.

Horse-Trading Delays Pact On Wheat Sales

OTTAWA (Staff)—Prospects of renewing the International Wheat Agreement were teetering this week in an apparent deadlock between two hard bargainers. The end of the bargaining, called politely negotiation and more realistically a horse trade, might come any day and might go either way. One observer close to the negotiations said: "You never know whether the horse is going to be sold until it has been sold."

The talks are sticking on a single point—the maximum price under a new agreement. The minimum price, in which Canada is almost equally interested, has not yet been discussed. On the maximum price, agreement depends on the United Kingdom and the United States. The United States delegation, which started at a figure of $2.50 bus. which everyone else agreed to be ridiculous, has been reported to be down to $2.15. This was some days ago, and they may have come a little lower since. They are still concerned about the subsidy which the U. S. Government has to pay on all wheat exported below its domestic support price.

The U. K. delegation takes the attitude that it is not concerned with the domestic support policies of the United States. It refuses to pay more than what it considers a reasonable price, and so far its idea of a reasonable price is $1.95.

Opposition Girds to Fight All-Canada Gas Line Plan

Outwardly all was quiet on the natural-gas pipeline front this week, but behind the scenes there was considerable activity, The Financial Post understands.

The activity centred on a movement to oppose Trade Minister Howe's recent pronouncement of Federal gas policy: an All-Canadian east-west route via Northern Ontario (The Financial Post, March 21)

The policy was a blow to hopes of two companies: Northwest Natural Gas, which recently came up with a proposal to bring the gas east by a pipeline which would parallel the Interprovincial oil pipeline south of Lake Superior, and Western Pipe Line Co., which proposed a line to Winnipeg and then south to feed the big U. S. cities of St. Paul and Minneapolis. Officials backing the two companies were understood behind the drive for a change in policy.

Some independent gas experts who still look on the $270 millions West-East route via Northern Ontario — sponsored chiefly by Trans Canada Pipeline Co. — as "completely uneconomical" feel that Mr. Howe must have other undisclosed reasons for his decision — such as possibility of development of a big metallurgical operation in Northern Ontario using natural gas as a raw material. Sherritt Gordon Mines will recover nickel, copper, cobalt from its Manitoba Lynn Lake ores by a revolutionary new chemical process using ammonia which in turn is processed out of natural gas. But this plant is being built at Fort Saskatchewan, close to the gasfields in Central Alberta.

In any event, Alberta has been placed on the spot when its spring meeting of the Conservation Board rolls around. If it wants export right away — and there is visible mounting pressure for this — it would appear to have no other alternative but to approve the all-Canadian route.

A disturbing development in the whole eastward pipeline picture has been the unsuccessful hole drilled by Canadian Gulf near the middle of its Pincher Creek holdings. It was in a spot that has been accepted as proven ground. If this area is barren, then up to one trillion cu. ft. could be lopped off Alberta reserve estimates, gas experts claim. The whole eastward proposal might be postponed. However, Saskatchewan could very easily make up that difference in its recently announced liberal gas export policy. Canadian Gulf officials maintain that the well is not necessarily a dry hole and that it does not reduce sharply the potential of the field.

Big development of the week in the Washington hearings of the Federal Power Commission on the proposals to pipe gas into the big West Coast market was the admission of Pacific Northwest Pipeline Corp. that its present plans would not permit extension of a line into Canada to serve B. C. Pacific Northwest—proposing to serve the U. S. west-coast market from gas fields in the San Juan area — had promised earlier it would serve B. C. markets in event it received the F.P.C. nod.

Westcoast Transmission Co., proposing to serve the whole Canadian-U. S. west-coast market from Peace River gas fields, expects to be called to describe the engineering phase of its proposal when the Pacific Northwest case has been completed, possibly next week.

Danger To Grain Movement By Strike, Threat Of Second

Two separate labor quarrels this week were causing headaches to the country's grain shippers but signs pointed to early easing of one.

The two quarrels:

—a six-week-old strike of grain handlers in the Vancouver area which has tied up 90% of grain movement from the West Coast;

—a threatened strike of 1,600 grain handlers at the Lakehead which would tie up all shipments of grain there.

The Lakehead situation appeared at midweek to be less serious than union leaders were making it sound; prospects of the strike being called were considered remote as owners went ahead with the outfitting of their ships prior to loading next week for immediate sailing.

If the strike did materialize, it is estimated there is enough grain in elevators on the St. Lawrence, at Georgian Bay ports and in transit to take care of expected ocean sailings from St. Law-

(Continued on page 3, col. 4)

They'd Waltz Again With Us

U.S. Doesn't Like Seaway Sidelines; Ike Confused

By MICHAEL BARKWAY

OTTAWA (Staff) — Chances of getting the St. Lawrence Seaway as an all-Canadian project have faded sharply. While U. S. consideration of the project remains tediously slow and highly political the one clear trend from Washington developments is that if we get the Seaway at all it will be as a joint project with the U. S.

This is the only intelligible meaning to be attached to the statements made by President Eisenhower at his press conference last week. He said he would "regret" seeing Canada go ahead alone. And while he apparently intended to indicate that New York State should undertake the power part of the development with Ontario, the Federal Power Commission (which has to license New York State) shows no sign of acting before the Congress acts on participation in the Seaway.

The Canadian position is that once New York State is licensed to get on with the power the way is clear for Canada to get on with the Seaway. We might have to wait a while to give the U. S. a chance to come in; but they couldn't hold us up by staying out.

This would be fine, if the FPC would license New York State. But all the indications are that we shall never be given the opportunity to start the Seaway on our own, because New York State will not be allowed to start the power until the Congress has settled for or against U. S. participation. None of the prophets expect a congressional vote against participation. The alternatives are a favorable vote or endless delay.

Of the two, continued delay would be the worse. But if Congress does eventually decide to participate in the Seaway Canada will accept it as second-best. It would permit the Seaway to be built, which is the great thing; but it would mean building it on terms which Canadian authorities have increasingly come to regard as the least desirable.

The attitude of the U. S. Administration should be clarified next week. Unless the hearings are postponed again, Senator Wiley's Seaway sub-committee of the Senate Foreign Relations Committee has announced it will hold hearings starting next Monday. The "tentative conclusions" of the Administration, which Mr. Eisenhower mentioned last week, should be revealed then.

Mr. Eisenhower told his press conference he wasn't sure whether the "tentative conclusions" were public or not. He confused the Niagara project with the St. Lawrence power, and he discussed the intricacies of federal-state relations.

Eisenhower Views

But he expressed three personal views:

1. He would regret seeing Canada go ahead alone. If this

(Continued on page 3, col. 5)

British Money Now In Free Flow Here

Butler Takes Reins Off Treasury On Permits For Business Development Capital — Many Projects to Follow $12 Million Electrical Deal

British intention to put more money into Canadian industrial and natural resources development was this week taking on the harder shape of reality.

From London came announcement that release of dollars for investment in Canada had, in the first two and half months of this year, reached an annual rate more than four times that of the 1952 $50 million annual rate: $49 millions had been released to date for investment in Canada as against only $19.6 millions for investment in other non-sterling countries.

And from Montreal—a prelude to other possible substantial deals in the electrical and construction industries in particular—came announcement of two sizeable new deals involving important British interests:

1. Purchase by British Insulated Callender's Cables Ltd., of the major part of the business of Phillips Electrical Works Ltd., Brockville—a deal to involve $12 millions (for details see below).

2. Move into the investment field here by the Rothschilds and other important U.K. investment houses in formation of United North Atlantic Securities Ltd.

These followed completion of the huge exploration and development program lined up for Newfoundland and Labrador also by a Rothschilds-backed syndicate involving an initial $1.25 million expenditure (see page 7).

There were also reports of serious U.K. interest in other natural resources programs: a large U.K. mine financing company was reported ready to put sizeable sums into New Brunswick base metals development.

British trade commissioners in Canada meanwhile report they are "overwhelmed" by U. K. visitors looking at the Canadian market and investment possibilities, call it a marked and encouraging development.

"Where in 1949 they came because they were exhorted but sometimes not particularly interested," said one official, "British people looking at the market today are hungry—they've lost markets elsewhere and must now make new ones. The tremendously awakened interest of British business in Canada today is not only much more serious than in the first dollar drives but in much greater proportion and diversity of business. The treasury authorities are, compared with 1949, being extremely generous in their permits for export of dollars for business development in both large and small operations."

No longer, it is said, is assurance of a quick dollar return essential to obtain capital for investment here—any commercial proposition is most favorably considered.

This new and freer atmosphere is attributed entirely to Chancellor Butler. He is said to have been the driving force behind getting the Bank of England to loosen the purse strings.

Notable in announcement of United North Atlantic Securities is the statement that company's object is "to participate in development of Canada through investment in growth situations mainly through the medium of unlisted securities."

This, it is believed in investment circles here, may well herald a deal between the British and Canadian Governments on the switching of British holdings in Canadian securities discussed by Mr. Butler on his visit to Ottawa two weeks ago (The Financial Post, March 21). Such switching is currently banned by terms of the interest-free loan agreement of 1942 which Mr. Butler sought to have set aside. This Ottawa refused to do since sales of British-held Canadian securities currently represent the only source of repayment of the loan—now amounting to about $200 millions. To this Mr. Butler said he would put forward other proposals.

Fact that the U. K. group has now been allowed to put $1.25 million into a growth-situation proposition may, it's believed, indicate that these proposals have now been decided.

Involved with the U. K. group in United North Atlantic Securities Ltd. are Canadian, European and United States interests but about half the $2.5 million paid-up capital is provided from the

(Continued on page 2, col. 2)

Inside News

Assembly Line Housing
The prefab housing industry is sprucing up sales plans for spring, hopes for a big year. The Post takes a close look at the new moves in design, methods, materials, sales promotion of the stronger prefab entry into the Canadian housing picture (p. 17).

Job Guidance on Film
Job guidance on film is growing in importance and popularity for Canadian industry and Canadian teen-agers. Who's using it; how it's working out (p. 21).

Coronation Amnesty?
Should we mix the Coronation year and clemency for convicts? What representative Canadians think about suggested amnesty this year. The Question (p. 13).

Eden Fortune Fading
Rough weather on the international scene is moving Eden deeper into the twilight, while Butler's star still rises in Conservative Party leadership chances. London Calling (p. 32).

Big Newfoundland Plans
A big mineral, waterpower and timber development program shapes up for Newfoundland-Labrador. The details (p. 7).

Compton Value Rises
A sizeable increase in market value of the Compton portfolio follows recent advances in industrial stocks. Managed Investment (p. 5).

Expropriation Value
What's equitable compensation for shares of company taken over by government? How is compensation arrived at? The important points of recent major decisions (p. 5).

$12 Million Step Across Sea For U.K. Electrical Giant

British Insulated Callender's Cables Ltd. of London, England, has taken a $12 million step across the Atlantic to set its personal seal of faith on the future of Canada.

The U. K. electrical manufacturing giant has purchased the rod mill and wire and cable divisions of Phillips Electrical Works Ltd., Brockville and Montreal, the Canadian subsidiary of Automatic Electric Co. Chicago.

The move represents one of the signs of an easier policy to release British capital for Canadian development.

Phillips Electrical Works Ltd. will change its name to Automatic Electric (Canada) Ltd. and build a new $2 million plant in Brockville to expand its telephone and allied communications equipment manufacturing facilities.

Meanwhile the British company is investing $12 million at Brockville and Montreal in the hope of getting a larger slice of the $125 million Canadian wire and cable business.

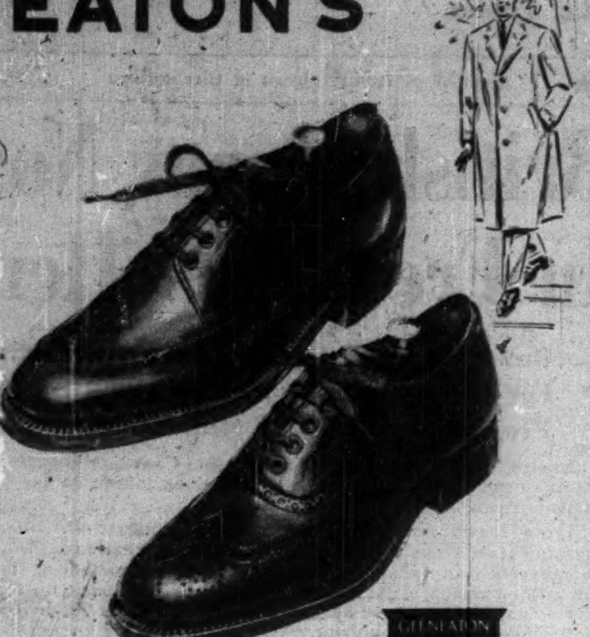
Boost for Brockville

For Brockville, the deal brings with it a healthier industrial complexion. All employees of the present Phillips plant will remain with the new U. K. company, except those in the telephone division, which will make up the nucleus of the staff of the new Automatic factory. Many of the top-level Phillips executives have joined the British firm.

British Insulated Callender's Cables Ltd. is one of the world's largest manufacturers of electri-

(Continued on page 2, col. 6)

EATON'S



GLENEATON ONE OF EATON'S OWN BRANDS

Step Out Confidently in GLENEATON Shoes

Whether your choice is a brogue, blucher, balmoral, moccasin or monk strap . . . you are assured of fine styling, luxurious leathers and a trim comfortable fit. Every pair features solid leather construction with a choice of kid, calfskins or rugged Martin's heather grain uppers with heavy 10 gauge soles in single, double or triple thicknesses. For your next step try GLENEATON . . . sizes 5½ to 15, widths AA to EEE in the range but not in each style.

EATON'S

Aims at Business Border Ease, GATT Convention Unsigned

OTTAWA (Staff) — at UN headquarters in New York there's a GATT convention designed to "facilitate the importation of samples and advertising material" open for signature by participating governments, but Canada, it seems, will not sign, at least until the U. S. does. And there is no definite word of action contemplated in Washington.

The convention has been open for signature since Feb. 1. So far as is known here no government has yet signed it.

History of the convention dates back before the fall meeting of signatories of the 34-nation General Agreement on Tariffs and Trade when representatives agreed with a representation made by businessmen through the International Chamber of Commerce.

Taking their lead from participating governments, businessmen have seen GATT framework as a useful way of freeing obstacles to international trade. Through the International Chamber, they formally asked GATT signatories to do something about three simple and detailed matters which interfere with businessmen's attempts to sell goods in foreign countries. At GATT's fall meeting, signatories adopted one convention and two codes dealing with these practical matters of day-to-day operation in international trade.

No Serious Thought

Neither Canadian nor U. S. practise is glaringly worse than the proposed convention. In some ways it is worse; in some ways it is better. But it is different in rather minor ways. Apparently neither Ottawa nor Washington has given any serious thought to changing present practice in order to conform with the proposed convention. If Washington acted, it is said here, Canada would consider doing so too. But in the meantime, Ottawa is prepared to rest on the general proposition that "our practices are not bad."

Meanwhile, it's thought the new U. S. administration is unlikely to take it up until it has at least settled the broad lines of its international trade policy.

The accompanying table shows, in outline, how Canadian and U. S. practice compares with the standard proposed in the new GATT convention on the initiative of the International Chamber of Commerce.

The two other subjects raised by the I.C. of C. on which GATT acted were consular formalities required for import goods, and documentary requirements.

In these cases nothing as formal as a convention was proposed. But the GATT signatories issued two "codes," which are rather like the codes of ethics issued by some business groups. Canada is not affected by either. Our government has no consular formalities for importers, and the documentation required is simple. But Canadian exporters would benefit if other countries simplified their practices in line with the two new codes.

IMPORTS OF SAMPLES AND ADVERTISING MATERIAL

GATT Convention	Canadian Practice	U. S. Practice
1. Samples: (a) Samples of negligible value to be duty free. If necessary they are marked so as to be made useless as merchandise.	(a) Samples of no commercial value to be duty free. This does not include "portfolios, boxes or other coverings used in displaying samples when susceptible to other use or having a saleable value."	Travelers visiting the U. S. with samples need only make a personal declaration of their samples, and can admit them without payment of duty or deposit, provided they are under $500 in total value. If more than this a consular invoice may be required. Such goods must be re-exported within six months. Penalty for failure to re-export the full list is forfeit of right to duty-free admission in future. (This simple requirement has been in force only since Dec., 1950).
(b) Other samples to be admitted temporarily on deposit of an amount (never more than 110% of the import duties) enough to cover import duties. The deposit to be recoverable on re-export. Period of temporary admission to be not less than six months.	(b) All other samples to be reported by invoice or attested statement in detail. Duty to be collected, plus taxes. If entering from country entitled to British preferential or most-favored-nation tariff, the duties will be refundable if goods are exported within 12 months. Such temporarily admitted samples may be taken to the U. S. and back within a 12-month period.	
2. Advertising Matter: Catalogues, price lists and trade notices to be duty free. They must indicate name of country of origin; and there would be certain limitations on weight.	Tourist literature from foreign governments, boards of trade and similar associations: free. Advertising and printed matter: from British countries 5 cents per lb. From M.F.N. countries, 10 cents per lb., and not less than 25%. From other countries, 15 cents per lb. and not less than 35%. BUT: advertising matter from British preference countries and relating to goods produced by those countries is free. Single copies of catalogues and price lists addressed to individual merchants are free. Imported in packages valued at not more than $1 from British or m.f.n. countries: free.	All printed matter is dutiable. The rate of duty varies with the quality of the paper and with some differentiation between printing or lithographing processes. According to these criteria the rate of duty varies between 5% and 15%. Single copies mailed to individuals: free. Imported in packages worth less than $1: free.
3. Advertising Films: Positive films, with or without sound track, not above 16 mm. advertising goods, not suitable for general showing, to be duty free on the same conditions as samples.	Positive films over 1⅛ inch in width: 1½ cents per foot under B.p. and m.f.n. rate; 3 cents per foot for others. Under 1⅛ inch in width, by the new budget, they become free under British rates, 1½ cents under m.f.n., and 3 cents per foot for others. Maximum rate under B.p. and m.f.n. rates in no case to exceed 20%.	Films are dutiable as advertising matter. The rates amount to between ½ cent and 1 cent per foot.

Coming Events

The Financial Post publishes coming events of national interest and importance at monthly intervals. Time and place of such meetings brought to the attention of Post editors will be included in this column.

APRIL

6-8—Canadian Section, American Water Works Assn., Hotel Statler, Buffalo, N.Y.

6-9—B. C. Teachers Federation, Vancouver.

9-10—Nova Scotia Branch, National Assn. of Master Plumbers & Heating Contractors, Nova Scotian Hotel, Halifax.

10—Canadian Importers & Traders Assn., Royal York Hotel, Toronto.

10-11—Canadian Physiotherapy, Montreal.

10-18—National Home Show, Automotive Bldg., CNE grounds, Toronto.

11—Quebec Branch, National Assn. of Master Plumbers & Heating Contractors, Windsor Hotel, Montreal.

13-15—Canadian Assn. of Equipment Distributors, Montreal.

13-15—Canadian Press Annual Meeting, Toronto.

15-16—Manitoba Branch, National Assn. of Master Plumbers & Heating Contractors, Marlborough Hotel, Winnipeg.

17-18—Ontario Branch, National Assn. of Master Plumbers & Heating Contractors, Chateau Laurier, Ottawa.

18—B. C. Branch, National Assn. of Master Plumbers & Heating Contractors, Vancouver Hotel, Vancouver.

20-21—Industrial Accident Prevention Assns., Toronto.

21—Citizens Research Institute, Bureau of Municipal Research (Toronto) annual meeting, Royal York Hotel, Toronto.

23-24 — Canadian Industrial Trainers Assn., Montreal.

23-24—Sask. Branch, National Assn. of Master Plumbers & Heating Contractors, Grant Hall Hotel, Moose Jaw.

23-25—Registered Nurses Assn. of Ontario, Toronto.

23-25—Royal Architectural Institute of Canada, Toronto.

25-29—Canadian Institute of Mining & Metallurgy, Montreal.

27-29—Chemical Institute of Canada (Chemical Engineering Division) and American Institute of Chemical Engineers, Toronto.

Announcing

A. C. Leslie & Co. (Montreal) — F. Garvin Smith, chairman of the board; Charles W. Leslie, president; J. C. Cushing, executive vice-president; Edmund J. Cooney, vice-president, sales; W. H. Smith, treasurer; W. W. Leslie, secretary.

Associated Credit Bureaus of Canada (Toronto)—G. T. Beaman, of Brantford, president.

Banff Oil Ltd. (Calgary)—Walton H. Hohag, Jr., director, vice-president and general manager.

Beatty Bros. Ltd. (Fergus, Ont.)—D. B. Beatty, general sales manager.

Canadian Aviation Electronics Ltd. (Montreal)—Ernest L. Hall, general manager, DuMont television division.

Canadian Bank of Commerce (Toronto)—K. A. Gardner, an assistant general manager at head office.

Canadian Broadcasting Corp. (Ottawa)—C. R. Delafield, assistant director general, CBC international service.

Canadian Fairbanks-Morse Co. (Montreal)—R. H. Morse, Jr., president; G. R. Wyer, executive vice-president; O. S. Leslie, J. E. McQuilkin, directors.

Canadian Westinghouse Co. (Hamilton)—A. D. Elmhirst, manager, industrial sales, Toronto district; J. W. Nuttal, manager, industrial relations research; N. MacKenzie, labor relations.

Continental Can Co. of Canada (Montreal)—J. R. Brewer, general manager of sales.

Credit Granters' Assn. of Canada (Toronto)—H. L. Hume, of Aluminum Goods Ltd., Toronto, president.

Eastern Steel Products Ltd. (Toronto)—F. J. Madely, president.

Employees' Welfare Service Fund of Greater Toronto—C. W. Findlow, works manager and a director, Amalgamated Electric Corp., president.

Federated Petroleums Ltd. and Home Oil Co. (Calgary)—George J. Blundun, chief geophysicist.

Grand & Toy Ltd. (Toronto) — Roger I. Priddle, comptroller.

Great American Insurance Group (Toronto)—W. J. Cooper, resident inspector in charge of new Ottawa service office.

Maclean-Hunter Publishing Co. (Toronto) — Stanley L. Hutchings, assistant advertising manager, Maclean's Magazine.

Morden & Helwig Ltd. (Hamilton) Morris W. Thurston, secretary and treasurer.

Newfoundland & Labrador Corp. (St. John's)—R. J. MacNeill, chief geologist.

Purity Milk Cap Co. (Toronto)—Robert W. Kettlewell, president.

Quebec Power Co. (Montreal)—E. D. Gray-Donald, director.

Standard Life Assurance Co. (Montreal)—Alfred L. Penhale, president and managing director, Asbestos Corp., director, Canadian board.

Timken Roller Bearing Co. (Canton, Ohio) — Robert L. Williams, district manager, St. Thomas, Ont., office.

Union Acceptance Corp. (Toronto)—Frederick M. McGovern, vice-president.

Retirement

Beatty Bros. Ltd. (Fergus, Ont.)—W. J. Martin, as general sales manager. Mr. Martin will continue as consultant and a director.

Obituary

Shaw & Begg Ltd. (Toronto)—J. G. Hutchinson, president.

FINE CROMBIE TOPCOATS

Crombie . . . the name that spells quality in men's coatings. Crombie coatings, woven in Aberdeen . . . the most coveted in all the world. Unequalled for texture . . . for color . . . for appearance. Discriminating men buy Crombie topcoats at Simpson's. Each $55 to 98.50.

The Store for Men — Second Floor Dept. 260

Simpson's

The Shadow of the Duke of Windsor

The man who gave up a throne for the love of a woman still casts a strange spell over the House of Windsor. Continuing his absorbing story of "The Family in the Palace," Pierre Berton reveals a dramatic series of incidents that have never been told before in the life of the man still remembered as the dashing Prince Charming of Wales.

The Crisis in Education

Everywhere parents are asking "Where Is the Money Coming From?" Where are the funds that can halt the substandard education thousands of children are receiving? Don't miss the April 1 Maclean's. Sidney Katz discloses a story every parent should know.

How to Fix a Horse Race

Ralph Allen tells for the first time the full story of what happened that afternoon at Fort Erie when eight jockeys went to the post knowing the race was crooked. Read now even the double crossers suddenly found themselves double crossed.

They're but a few of the highlights in the April 1 issue.

MACLEAN'S
CANADA'S NATIONAL MAGAZINE
NOW ON SALE
A Maclean-Hunter Publication.

U. K. Money In Free Flow

(Continued from page 1)

U. K. The Canadian capital comes from private investment sources, including W. C. Pitfield & Co., which is also concerned in the British Callenders - Phillips Electrical deal.

In addition to investment in growth situations, the company says it will also assist in financing U. K. and other industrial companies wishing to set up branches in Canada.

In addition, through a wholly-owned subsidiary, United North Atlantic Corp., it will act as a channel for investment in Canada by continental and U. K. firms.

Directors include: A. S. Torrey, Montreal; Courtland Elliott and S. G. Bennett, Toronto; Arthur Ross, New York; W. L. Forster, Montreal; Sir Mark Turner and R. W. C. Hobbs, London, Eng. (The last named is also on the board of British Newfoundland Development Corp. which is undertaking the Newfoundland-Labrador development.)

The new investment company is the latest of several investment firms set up here by U. K. interests in the past year or so. Earlier this year, for instance, S. G. Warburg & Co., London banking house, set up a new firm in Canada in association with Kuhn, Leob & Co. of the U. S. The Warburg interests, in association with Samuel Montagu & Co. of London, also control Toronto & London Investment Co. (formerly Trust & Loan Co. of Canada).

SHERATON CORP. OF AMERICA earnings from all sources for nine months ended Jan. 31, 1953, totaled $3,819,361, against $3,272,878 in same period a year ago. Gross income amounted to $50,881,721 ($46,185,651).

Dollar Squeeze, US Position Could Cut Our Auto Exports

(Continued from page 1)

to Latin America by half years and quarters:

EXPORTED TO LATIN AMERICA ($ Millions)

	2nd Half 1951	1st Half 1952	3rd Quar. 1952	4th Quar. 1952
Freight	11.6	21.5	1.7	2.7
Passenger	7.2	11.9	2.0	1.2

The heyday of sales to Europe seems to have been even shorter, though passenger car sales soared to the dizziest heights to drop most quickly, while truck exports reached more modest heights and fell off more gradually.

EXPORTED TO EUROPE ($ Millions)

	2nd Half 1951	1st Half 1952	2nd Half 1952
Freight	1.0	1.6	1.1
Passenger	4.3	6.8	0.9

During these years Commonwealth countries—the traditional and established markets for Canadian autos—were of course imposing restrictions on imports. Yet 1952 exports to the Commonwealth were not very much lower than 1951. In the case of trucks they were fractionally higher. They were nearly $5 millions lower for passenger cars.

EXPORTED TO COMMONWEALTH ($ Millions)

	1951	1952
Freight	11.0	11.2
Passenger	22.6	17.8
Total	33.6	29.0

With the present dollar-sterling position, relaxation of restrictions by other Commonwealth countries is not expected this year. But the question is whether U. S. parent companies will let Canadian plants go on selling to Latin America and Europe.

'53 Figures Down

The figures for January, 1953, are far below exports in January, 1952, at the peak of the diversion from U. S. to Canadian plants. But they are still higher than 1951 levels. Through the first month of this year Canadian plants had evidently kept some of their foreign markets. The question is whether this is merely the remnant of orders allowed to be directed to Canada during the "diversionary" period, or whether the U. S. parent companies will still find it convenient for a little longer to let their Canadian subsidiaries supply some of the foreign markets.

Canadian auto manufacturers this week said the drop-off in exports is due to restrictions put on by importing countries and not a swing of their business to the U. S. parent firms.

Spokesmen for one company said most of their export business had been with Brazil where financial problems have sharply reduced imports from Canada. Another said all its exports had been to Australia and New Zealand which were now building more of their own cars to conserve dollars.

Latin American Problem

The question is particularly acute in the case of Latin America, for this reason:

C. D. Howe and all the trade authorities of the government are anxious to persuade Canadian business of the great opportunities for exporting to Latin American countries. For months past they have been pointing to the big increase in our exports to that part of the world last year. They rose from $208 millions in 1951 to $272 millions in 1952.

But this increase of $64 millions is largely accounted for by automobiles, wheat and flour.

Automobile sales rose by $36 millions between 1951 and 1952; and 1951 itself was $28 millions higher than 1950. 1949 and all previous years were even lower than 1950. If, as now appears likely, the U. S. automobile companies reclaim the Latin American market for the U. S. plants, this great spurt in Canadian exports will prove to have been entirely temporary.

Last year's increase in exports of wheat and wheat flour, which amounted to $17 millions over 1951, and $23 millions over 1950, coincided with the period when Argentina was suffering from bad crops. This year Argentina is back as an exporter of wheat, and it is almost bound to cut into our sales. Nevertheless Argentina is insisting on payment in dollars for its wheat, and Canada has the chance to compete on a straight price basis. Canadian exports should still be at a high level, but no one expects that they will maintain last year's level — which adds yet more interest to the question of what the automobile companies will export.

BOAC Atlantic Flights Increased This Summer

Trans-Atlantic flight schedules of British Overseas Airways Corp. for the coming summer will be stepped up from 21 to 28 to meet anticipated Coronation traffic. There will be nine flights each week from Montreal to London starting Apr. 14, four first class and five tourist. On the New York-London route, there will be 19 flights weekly. The summer schedule ends Sept. 30.

Polymer Corp. Sales At Peak

Production and sales of the crown-owned Polymer Corp. at Sarnia were at the highest rate in company history in the nine-month period ended Dec. 31, 1952. But profits before taxes were at a rate 8% below last year due to lower prices on standard grades of rubber, substantially lower sales of chemicals and higher payroll costs.

In the 9-month period the company made a profit of $2,798,481. Regular quarterly dividends totaling $1.5 million were paid and an extra dividend of $1 million was declared at end of the year. In addition, $1 million of outstanding debentures were retired. Polymer is now meeting all demands for its synthetic rubber in the domestic market, amounting to 50% of the primary rubber consumed.

$12 Million Step Across Sea For U. K. Electrical Giant

(Continued from page 1)

cal transmission and distribution equipment.

With total assets at $147 millions and issued capital of over $42 millions and more than 30 subsidiaries and associated companies in 65 countries, it employs 40,000 people. Net profit for the year ended Dec. 31, 1951, was over $9 millions.

The company's wide range of activities includes copper refining; manufacturing of paper, rubber, thermoplastic and other insulated cables; making telecommunication equipment of all kinds; as well as installation of power and telephone cables, railway electrification equipment and radio and television towers.

As other associated companies, the Canadian operation will be operated as an independent concern, with full use of the research resources of the B.I.C.C. group.

Property Involved

Properties to be acquired by the new company through the deal include plants at Brockville and Montreal with a total floor area of 221,000 sq. ft., now being raised to 257,000 sq. ft. Present value of the buildings, land and machinery and equipment totals $9,906,316, according to an appraisal.

The business will be acquired about April 30 and total purchase price including fixed assets, processes, patents, trade marks, inventories, etc., is $9,192,155. Operations include a rolling mill division and a wire and cable division which employ over 1,000 people.

A pro forma balance sheet of the company as at March 23, 1953, shows total assets of $12,075,000, including current assets of $5,606,383 and fixed assets of $6,032,617. Accrued liabilities totaled $75,000.

Phone Operations Continue

The telephone manufacturing operation will continue in the Brockville and Montreal plants until the new Automatic factory is ready—probably in two years.

The two companies have been working together for some years, exchanging technical information and providing mutual marketing arrangements.

To insure unbroken service to customers, sales of Phillips equipment will continue through present distribution channels until the new U. K. subsidiary has completed the setting up of its own selling and servicing arrangements. B.I.C.C. is investing $3 millions in the new venture in the form of common stock. Further financing is through a syndicate headed by W. C. Pitfield & Co. which is offering $6 millions 5% first mortgage sinking fund bonds, series A, due 1968, and $3 millions 5½% convertible sinking fund debentures, due 1970.

Both bonds and debentures are dated April 1, 1953 and are being offered at par plus accrued interest. The bonds carry a sinking fund sufficient to retire $300,000 principal amount annually, commencing April 1, 1954.

The debentures are an unsecured direct obligation of the company and will be convertible per $100 principal amount of debentures into 6 2/3 shares up to March 31, 1958, into five shares to March 31, 1963, and four shares to March 31, 1970.

During the past seven years average annual earnings available for bond and debenture interest after depreciation have been $1,606,512 and are equal to 3.4 times total maximum annual interest requirements of $465,000.

Directors of the new company will be W. H. McFadzean (chairman), T. W. Brackinreid, (president), J. R. Philips (executive vice-president, operations), T. A. Lindsay, (executive vice-president, sales), A. S. Torrey (vice-president), H. F. Akehurst and H. D. Scully.

Showroom On A Train Now On Tour For CGE

A novel technique in the presentation of new products to dealers across Canada has been developed by Canadian General Electric Co.

CGE has outfitted a three-car train as a traveling theatre with revolving stages, seats, amplifying systems and pull-back curtains. The train is now on tour of larger Canadian cities which started March 9, taking the 1953 line of CGE appliances to dealers and their staffs.

At each stopping point, local company personnel attend a series of demonstration meetings and hear lectures on company products

TRAFFIC MANAGER

Eighteen years sound experience all phases export and Domestic traffic gained abroad and in Canada. Also passenger experience suitable Airline or Travel Agency. Available April 15. Excellent references. Willing to relocate.

Box 453, The Financial Post, Toronto.

FROM STOCK

100 tons O.H. PLATE—SAE 1010 5/16" x 60" x 240"

Pan American Trade Development Corp., 2 Park Avenue, New York 16, N.Y. Tel.: MUrray Hill 6-7960

POSITION OPEN

for a good keen Sales and General Manager in a young company. If ability is proved $20,000 would secure control of $100,000 investment.

BOX NO. 422 THE FINANCIAL POST, TORONTO

"MY BANK" TO A MILLION CANADIANS

B of M Canada's First Bank

BANK OF MONTREAL

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

FRENCH SPEAKING ENGLISH CANADIAN EXECUTIVE

Protestant, age 41, fluently bilingual, lifelong knowledge of Montreal and Province of Quebec. Top record of administration and management. Currently holding highly responsible national position, seeks change offering greater scope. Best references.

BOX 454, THE FINANCIAL POST, TORONTO, ONT.

CLASSIFIED ADVERTISEMENTS

Classified ads cost 10c per word and figure for each insertion. Minimum charge $2.50. Add six words when box number is required. When replies are to be mailed to advertiser add 15c. Classified ads payable in advance. Contract rates on application.

AGENCIES WANTED

EXPERIENCED BUSINESSMAN desires to represent Manufacturers in the building trade or similar for Quebec District. Box 443, The Financial Post, Toronto.

FOR SALE

SPECIFIC TRADE MARK. Bon-O-Dent as applied to Dental Preparations. Specific trade mark as applied to sale of peanuts and which consists of an elephant seated, his head in the air, and trunk thrown back, his mouth open, in the act of catching a bag of nuts. On said bag, "Tufts Pea Nuts", wearing a collar with the word "Brand" thereon. Box 429, The Financial Post, Toronto.

TYPEWRITERS AND ADDING MACHINES SPECIAL CLEARANCE

1,000 All Standard Model typewriters, regular price $175.00 up, now only $39.50. Later models including wide carriages with all later features only $49.50. Latest Remington and Underwood Noiseless Standard (identical to 1952 model) regular price $225.00, Specially Reduced Now to $89.50. New latest Royal Portables reduced $69.50 (12 months to pay). Lightning Desk Model Adding Machine, adds to $99,999.99, only $19.95. Each fully guaranteed. Deposit $5.00, balance C.O.D. Write Crown Equipment Co. Ltd., 1011 Bleury Street, Montreal 1, Quebec.

MANUFACTURERS OR IMPORTERS

MANUFACTURERS or IMPORTERS OF QUALITY Grocery or Hardware lines. If you require representation in the Province of Alberta, contact us. H. C. Andrew Limited, Perry Building, Calgary, Alberta.

POSITIONS WANTED

BUSINESS ADMINISTRATION

GRADUATE, AGE 24, 1½ years experience with farm implement manufacturer, seeking employment in Statistical Quality Control either introductory work or in an established department. Box 447, The Financial Post, Toronto.

MECHANICAL AND INDUSTRIAL ENGINEER

ENGINE MANUFACTURING SPECIALIST. 25 years Works manager, General Foundry Manager, General works manager on Batch and Line production—Light, Medium, Heavy Engineering. Gasoline, Diesel, Gas turbines (Jet) Land Marine, Air. Extensive knowledge Mechanical, Electrical, Civil, Industrial Engineering, gained in Planning, Building Equipping, Organising all phases of Management; Design, Manufacture, Sales, Personnel organisation in two engineering works and fully mechanised foundry in magnitude of up to ten acres. Ten years in sole charge necessitating administrative ability equal to consulting standards. Knowledge of Bi-lateral control with two International Consultants in Management. Presently engaged, wants change anywhere in Canada. Highest references. Box 441, The Financial Post, Toronto.

AVAILABLE AT SHORT NOTICE

UNIVERSITY GRADUATE—28—SINGLE. Ex-Intelligence Corps. Captain. Desires Personnel or Administrative position. Capable Executive and Organizer. Loyal, Initiative, Hard-working. Widely travelled. Having good knowledge of Far East, Europe, Canada and England. All replies answered. Prepared to travel abroad. Box 449, The Financial Post, Toronto.

LAWYER ENGINEER

MECH. ENGINEER to graduate from Law School in May, desires position with future in Industry. 29 years. Single. Box 456 The Financial Post, Toronto.

REGIONAL SALES MANAGER FOR TORONTO

Leading TV manufacturer has opening for man with proven record of success, and long standing Dealer relations in the electronics trade, as head of Toronto sales organization. This is an outstanding opportunity for a real go getter. Write in detail. Your letter will be treated in complete confidence. Our employees are aware of this advertisement.

BOX NO. 455, THE FINANCIAL POST, TORONTO

OPPORTUNITY FOR YOUNG BUSINESSMAN

Junior Chamber of Commerce of Canada requires Secretary-Manager. Educational, business and organization experience should be stated with references. Preference will be given to applicants with a proven Executive Jaycee background.

Ability to manage staff and affairs of the National Organization essential.

Mail applications to Headquarters, 503 Board of Trade Building, Montreal 1, Quebec. Mark envelope "Application."

Applications will be reviewed the first week in May.

WANTED TO INVEST

Serious young sales and merchandising engineer with a proven record, wishes to buy outright or into a well established manufacturing or other business.

Would consider an investment up to $2[illegible],000 although a smaller proposition with prospects of growth would be suitable. Particularly prefer situation where principal wishes to prepare for semi-retirement or requires additional capable manpower and capital to expand. Reply in confidence.

Norman S. Brooke
GUARDIAN TRUST COMPANY MONTREAL, QUE.

$130 Millions In Chemical Construction Nears Finish

(Continued from page 1)

know what you are willing to pay."

It looks now as if surplus capacities and sharply competitive conditions could cut the price of such products as acetone, formaldehyde, pentaerythritol, maybe ethylene glycol. These early benefits from the new plant program could come to Canadian industry very soon.

Here is the picture by plant and product:

Shell Oil Co. of Canada start the parade off with first Canadian production this week of isopropyl alcohol from its recently completed petrochemical plant in Montreal East. Other chief product will be acetone, soon to be produced by two other companies. Total domestic Canadian industrial alcohol market is running around 25 million lb. and isopropyl imports accounted for over four million lb. last year.

Falling U. S. alcohol prices in wake of low molasses prices from Cuba clouded the early operating outlook. But now the price trend has firmed and isopropyl in U. S. has been boosted 3c a lb. Shell price will shade the price of U. S. product laid down here. The plant — to operate on refinery gases — will cost in excess of $3.5 millions and have a capacity of 20 million lb. annually (12 million isopropyl and 8 million acetone).

Bakelite (Canada) Ltd.'s new $1 million Belleville plant for first Canadian production of formaldehyde starts operating next Monday. With an annual capacity of some 30 million lb. a year — about in line with current Canadian consumption rate — Bakelite plans to use about 50% of output in its own operations in manufacture of phenolic formaldehyde resins and urea formaldehyde products. The remainder will be for sale to other consuming industries. Bakelite will price its formaldehyde competitively with that of laid-down cost of product from large, long-established U. S. producers without any tariff protection. In 1952 Canada imported 27.2 million lb. of formaldehyde, practically all from U. S., at a cost of close to $1 million. Bakelite officials anticipate keen competition in this product both from two other Canadian producers soon to come into the picture and U. S. importers and do not plan capacity operations for some time.

Company's new micro-pulverizing phenolic resin unit — in operation now for several months — is the only one of its kind in Canada, has permitted output of a high quality product used widely in manufacture of brake-linings, grinding wheels, etc.

New plastics and resin uses are offering big new market outlets for the phenolics and ureas, particularly in the thermosetting field. Volume markets are foreseen in shell molding where resins are used in place of sand.

Cabot Carbon of Canada Ltd.'s new $3 million Sarnia plant for first Canadian production of carbon black for use in the rubber industry is now in tune-up production stage. When final production stage reached in mid-April, plant will have a productive range of some 35-50 million lb. a year. Up until now this product has all been imported from U. S. — the 1952 bill for some 60 million lb. totaled $3.8 millions. Turning out two of the more popular grades of carbon black, the new plant will render Canada much less vulnerable on the supply front, particularly in wartime.

Made from burning a petroleum oil in a special type of furnace with insufficient oxygen, the carbon black will be used as an important reinforcing pigment in rubber manufacture. Carbon black is what gives auto tires a big part of their abrasion resistance. Plant was built in Sarnia to be near source of raw material which comes from refineries in the area. The plant could become an important raw material supplier to the Crown-owned Polymer Corp.

B-A Shawinigan Ltd.'s Montreal East $4 million petrochemical plant will be going on stream within next two or three weeks. Plant will produce for the first time in Canada synthetic phenol, will also produce acetone. Special plant unit for production of basic raw material — cumene — has been in operation at B-A Oil Co.'s refinery in the area for several weeks now. Last year, Canada imported close to 10 million lb. of phenol — practically all from U. S. — at a cost of $1.9 millions. The new plant is designed to make Canada self-sufficient in this chemical.

With both Shell Oil and later Canadian Chemical Co. at Edmonton also in the acetone production picture, a sizeable surplus position appears building up with highly competitive market conditions. Acetone is a solvent used in manufacture of rayon, varnishes, lacquers, pharmaceuticals, etc. Steadily mounting demand for phenolic type resins, used in plastics and paint and varnish industries, is one of big factors behind decision to build. A number of other product possibilities exist in the petrochemical field including manufacture of the organic portion of synthetic detergents.

Dominion Tar & Chemical Co.'s new Montreal East petrochemical plant is coming on stream in May. Costing around $10 millions, it will have a productive capacity of 30 million lb. of ethylene glycol, for use chiefly in antifreeze. It will also produce some ethylene oxide which could be used in manufacture of synthetic detergents.

Although the recent tariff decision from Ottawa, rendering imports of ethylene glycol mixture (under 95% pure) dutiable at a 20% rate, improves the competitive position of Canadian producers greatly, surplus supplies appear inevitable for a time in the Canadian market. Because of heavy imports from U. S. (ethylene glycol) and the very mild winter, there are heavy stocks of anti-freeze in dealers' hands. With Dow Chemical with a productive capacity of around 50 million lb. and total Canadian market estimated at about 70 million lb., competitive conditions are expected to prevail between domestic manufacturers. Despite the 20% tariff protection on mixtures, it looks as if both domestic ethylene glycol producers will hold the price line on the product.

St. Maurice Chemicals (jointly owned by Shawinigan Chemicals and Heyden Chemical Corp. (N.Y.) will bring its new $3 million plant at Varennes, Que., into production in May. Plant will have a capacity of 30 million lb. of formaldehyde and some 2-3 million lb. of pentaerythritol annually. A big portion of formaldehyde production will be used in manufacture of the 'penta.' This will be Canada's first production of the high-priced chemical; later in the year Canadian Chemical will be producing a considerably larger amount at its $55 million Edmonton plant. Big market outlet for the penta is in manufacture of high quality industrial finishes.

Dow Chemical of Canada's new styrene monomer plant will be in production in May. With a 2 millions lbs. a month capacity the new plant will provide considerable flexibility in production and make available to the Canadian plastics and other industries new, modified styrene materials. Estimated to cost around $4 millions.

Canadian Resins & Chemicals new $1 million calendar line at Shawinigan Falls for production of vinylite film and sheeting will be completed by May. A new $2-$3 millions vinyl resin plant is expected to come into operation late this year. It will supply resins that will be applicable to new Canadian uses, e.g. for phonograph records, floor tile, rigid sheeting for various uses, etc.

Canadian Chemical Co.'s $55 million petrochemical, cellulose acetate, yarn and fibre plant at Edmonton will commence first operations by June. Plant will be in full operation within two or three months after that. Main products will be cellulose acetate, yarn and staple fibre and some dozen industrial chemicals including formaldehyde, pentaerythritol, acetaldehyde (most of which will go into production of acetic acid) and a number of solvents. Starting raw materials are high alpha wood pulp from B. C. and liquefied petroleum gases from oil refineries in the area.

Chief chemical product will be pentaerythritol, an important item in production of alkyd resins. These resins are finding wide uses in manufacture of protective coatings, such as lacquers for freight cars, surface coatings for refrigerators, stoves, automobiles, etc. Is also used in certain explosives.

The company is separated from the big eastern market by a long, expensive rail haul. Officials maintain that their processes are so efficient, however, that they will be able to enter the eastern market competitively, particularly in their higher-price chemicals, e.g. pentaerythritol, paraformaldehyde, etc. In order to develop Canadian markets, the company has been offering chemicals, filament yarn and fibre from other sources until production from the Edmonton plant gets under way. So far, however, the emphasis has been on trial or sample shipments to demonstrate quality and type of production which will be available from the Edmonton plant.

Electric Reduction Co.'s $5 million phosphorus plant at Varennes, Que. is scheduled for operation in October. Only plant of its kind in Canada, it will substantially boost over-all productive capacity in this country. Location on deep water will bring about important savings in freight — phosphate rock (main raw material) has to be brought from Florida by boat. Highlight of the phosphorus picture in recent years has been skyrocketing demand for synthetic detergents. Phosphorus is one of chief ingredients in manufacture of the new detergents. Now demand from this industry is varying directly with price of tallow, fats and oils—main raw materials for competitive soaps. As oil and fat prices rise, forcing soap manufacturing costs up a greater proportion of output swings into the synthetics, boosting phosphorus demand. At the moment these oil and fat prices are firming up again. Other big market outlets for phosphorus are water-treatment, and the pulp and paper industry.

Canadian Industries Ltd. $20 millions Maitland, Ont. plant for first Canadian production of nylon intermediates will come into production in third quarter of this year. The plant is designed to make Canada largely self-sufficient in this product. Nylon spinning plant at Kingston, Ont., is being expanded to twice its size. Company officials report still rising demand for nylon yarns and staple from the Canadian textile industry; expanding applications in the plastics field.

C.I.L.'s $13 million polyethylene plant at Edmonton will come on stream late this year. Peak annual capacity of 12 million lbs. will be considerably in excess of anticipated consumption rate for some time, but market is expanding fast, not so much from new applications as increased use in same applications. One of the biggest market outlets appears in the pipe field, where polyethylene is being increasingly used in manufacture of irrigation pipe for farm, mine, etc. From a volume standpoint the packaging field is still the biggest outlet although use in injection molded houseware is being maintained at a high level. Wire and cable coating is still a growing market with big tonnage possibilities.

The polyethylene flake supply has become so tight in U. S. that Canadian users are having to swing business to U. K. to get close to mounting requirements. Even so, big importers are having to allocate customers again. The new Edmonton plant will make Canada much less vulnerable to varying supply situation in other countries. The flake will sell competitively with price of laid-down U. S. product.

J. R. BREWER

has been appointed general manager of sales, Continental Can Co. of Canada.

Strike Bound Grain Threat

(Continued from page 1)

rence ports for six weeks after navigation opens next week.

Meanwhile grain workers and elevator operators on the West Coast were studying terms of a Federal Government offer to arbitrate the dispute there. Any settlement of the Lakehead dispute would have some bearing on the B. C. strike, though two different unions are involved, in that a strike would strengthen the position of the West Coast union.

The Lakehead dispute was brought on when the union, the Brotherhood of Railway and Steamship Clerks, Freight Handlers, Express and Station Employees, (AFL-TLC), backed down on an agreement signed with the Lakehead Terminal Elevators Ass'n. and drawn up last September by Arthur MacNamara, then federal deputy minister of labor.

The contract called for a 40-hour week and that has been in effect. Now the union says a 40-hour week means a five-day week and that elevators should be closed down Saturday and Sunday. The contentious clause reads: "The standard work week shall be reduced from 48 to 40 hours a week from August 1, 1952."

Vancouver Wage Issue

In Vancouver, the strike of 250 grain handlers that started Feb. 16 is considered to be the first important test of the B. C. employers' hold-the-wage-line policy this year. Settlement will affect other unions though grain handlers are not highly paid.

The union, a branch of the International Union of United Brewery, Flour, Cereal, Soft Drink and Distillery Workers of America, (CIO-CCL), accepted the majority report of the conciliation board calling for a 5c boost in shift differential pay, a 10c hourly dust premium and other fringe benefits.

The employers, however, rejected both majority and minority report, the latter calling for a general 12½% increase, and are holding out for the old contract with its $1.50 hourly basic wage. The wage issue is the stumbling block; fringe benefits could be settled.

The strike has wrecked hopes for a record grain shipping year that B. C. was heading for as about 10 million bushels a month in shipments are being lost now. Most ships have been diverted, some to the U. S., and the Wheat Board says this business is lost.

Look For It Here

March 28, 1953

REGULAR FEATURES

Adelphi	32	Mkt. Comment	27
Banking	13	Mining	29, 30, 31
Bus. Trends	15	Oil Prod.	29
Editorials	6	Ques. of Week	13
Grain	28	Quotations	26
Growth Stocks	25	Sandwell Here	9
Insurance	19	Whats New	16
Investments	23	You Asked Us	24
Labor Roundup	8		

INDUSTRIALS

Alcan	15	Int. Paper	14
Allstate	28	Int. Utilities	10
Atlan. Acc.	4	Man. Pwr.	14, 13
Admin. & Tr.	22	Mon. Knit	18
Ames & Co.	24	Mar. Tel.	22
Barringham	24	Mead Carney	19
Bath P. & P.	28	M. & O. Paper	29
Beauharn.	5	N. B. Tel.	19, 4
B. C. Tel.	4	Polymer	2
BOAC	2	Prudential	28
CPR	11, 23	Roll. Paper	24
Can. Wire	18	Sask. Wool	10
Central Tr.	24	Sheraton	2
C-I-L	14	Traders Fin.	18
Cons. Paper	14	Trans. Mtn.	24
Fraser Cos.	8	Westeel	11
Ford Motor	9	Westinghouse	32
F. Farmer	20	West. Plywood	24
How. Smith	14	Weston	8

MINES & OILS

Berens Mines	30	Imp. Oil	25
Broulan Reef	30	Insprtn.	31
B.A. Oil	18	Leitch Gold	30
Cominco	3	Mining Corp.	19
Cdn. Oils	22	Noranda	25, 31
Dome Mines	29	Ont. Pyrites	29
Falconb.	31	Pamour Mines	30
Gunnar	30	Quemont	29
H. B. M. & S.	29	Sun Oil	8

No Seaway Sidelines For U.S. They'd Waltz Again With Us

(Continued from page 1)

happened, the U. S. might later on "regret its lack of responsibility and co-operation."

2. The power project (which Mr. Eisenhower spoke of as "near the Niagara region") should be negotiated between New York State and Ontario.

3. If the Seaway is an economic necessity for the United States, then it will eventually be built anyway. The President might delay it, he said, or make it more difficult; but "if it is an economic necessity" he couldn't finally stop it.

Further questions only added to the confusion. Since the President had referred to Niagara a questioner asked him about the U. S. share in that project. Washington is still arguing about who should undertake the works there. But the President's reply seemed to refer to the St. Lawrence scheme, and it went off into a discussion of federal-state relations.

Optimistic observers here hoped at first that Mr. Eisenhower's statement might be taken by the Federal Power Commission's examiner, Glen R. Law, as a hint to recommend approving the New York State application. But it was too vague for any definite hope to be built on it. Moreover, whatever Mr. Law may do, the FPC is not likely to move while its key man is missing.

Commission Chair Empty

The President has still to appoint a new chairman for the commission. Weeks ago the name of Jeff W. Paterson, a Kansas businessman, was mentioned for the job. The suggestion aroused a good deal of political opposition. Some of the people interested in natural gas were against him, because of his supposed views about the rate of return due to gas producers. The Seaway supporters were all against him because they believed him to be under the influence of the railway and coal interests. They regarded him as a man who would be hostile to the Seaway.

His nomination has never been sent to the Senate. It now seems probable that he will not be nominated. But there is still no hint of whom the President will choose in his place.

Although the FPC is in name an independent tribunal, it is accepted as certain that it will not act on the New York application without a political directive. If there were any doubt about this, the need for a new chairman to be appointed by the President and confirmed by the Senate would clinch it. So we remain in the hands of the President and the Congress.

Cominco '52 Net 35.3% Lower

Net profit of Consolidated Mining & Smelting Co. for 1952 totaled $32,838,434 or $2 per share. This was 35.3% less than company's 1951 net of $50,785,381 or $3.10 per share.

Adverse effect on earnings resulted from substantially lower selling prices for lead and zinc, unfavorable change in the Canadian-U. S. dollar exchange rate, and power shortage in the last month of 1952, reported President R. E. Stavert. Labor costs were higher, but cost of operating supplies showed no appreciable increase.

Capital expenditures totaled $31,870,863. Major item was $13.7 millions for Waneta power plant.

Lead production was 183,389 tons (162,712 in 1951), zinc production 161,357 tons (164,513), and silver production 12,965,511 oz. (14,417,391).

MONTREAL LIFE INSURANCE CO. in its annual report for 1952 shows total insurance in force over $129 millions up $6.2 millions. The 1952 total is just about twice that for 1942. Total assets were also at a new peak at $25.1 millions, up $1.8 millions. Of total assets, 44% were invested in first mortgage loans, mostly on dwellings; a further 40% in bonds, debentures and stocks, nearly all Canadian. Profit earnings from insurance operations were $396,840 ($357,716 in 1951). Investment and contingency reserve was increased by $150,000 to $650,000.

	1952 $	1951 $
Insurance in force	129,046,086	122,816,489
Total assets	25,143,218	23,334,177
Underwr. profit	396,840	357,716
Surplus	876,650	807,736
Int. earned	4.908%	4.90%

You CAN afford to build!

That expansion programme or the additional storage space which you need so badly (but have put off until "costs come down") can be completed *right now* and at half the cost of your original estimate.

Ask yourself this simple question "Is an expensive masonry block building necessary?" Hundreds of manufacturers in the same position as yourself have asked the same question and have discovered the economical answer is insulated metal clad buildings by Eastern Steel.

Satisfied owners of Eastern Steel Buildings are enthusiastic in their praise . . . one owner recently wrote, "My new building is a credit to the community in which it is located."

Yes, you can afford to build right now . . . write for complete details today.

EASTERN STEEL PRODUCTS LIMITED

308 Guelph Street Preston, Ont.

Crown Trust

4%

Guaranteed Trust Investment Certificates

5-YEAR TERM

IDEAL INVESTMENT FOR:

- Estate Funds by Executors and Trustees.
- Individuals and corporations where investment is required for a short period and the safety of capital paramount.
- Funds of churches, cemeteries, charitable and other organizations.

These certificates are a legal investment for trust funds in most provinces of Canada. Crown Trust Company absolutely guarantees full repayment of principal together with interest. Interest is paid by cheque semi-annually. Company now has $21,000,000 on deposit.

Write or telephone for a booklet, an application form, or further information — to our nearest office.

Crown Trust Company

TORONTO BRANTFORD WINDSOR LONDON
MONTREAL WINNIPEG CALGARY VANCOUVER

One of a series featuring R.C.A.F. squadrons

R.C.A.F. Sabre Jets Over Paris.
After five years overseas service in World War II, Squadron 416 is stationed in Europe as part of Canada's contribution to N.A.T.O. forces.

Meeting the Challenge

In forty-one months in the long air battle of World War II, Squadron 416 guarded our shipping . . . shared in attacks on enemy convoys . . . took toll of railway stock and vehicles.

This famous squadron is once again in Europe . . . re-equipped as a fighter unit with Canadair-built F-86* jet fighters . . . ready to accept its role in defence of the peace.

Canada looks with deep pride to the men who make up her Royal Canadian Air Force. And Canadair, and all its people, experience a great sense of accomplishment in building the planes our pilots fly.

*Made under licence from North American Aviation, Inc.

CANADAIR — A Good Place to Work

Thomas J. Collinson is a young man who, after serious thought, decided that he would like to work in aircraft . . . he started as an apprentice at Canadair seven years ago, and he says: "When I made up my mind to work in aircraft, it was because I was looking for a line of work that had a good future. As I look around the plant and see some of the world's finest jet planes rolling off our lines, I know that I made the right decision . . . for there is an unlimited future in the aircraft industry". There's an eagerness in Tom Collinson that can be found in hundreds of the young men who are today finding careers at Canadair . . . doing the work they like to do . . . and who will tell you any day, that Canadair 'is a good place to work'.

CANADAIR
LIMITED, MONTREAL

FOR RENT
2300 SQ. FEET
Very desirable office space at 134 Sparks St., Ottawa, newly renovated.
Apply: Mr. S. Sumner, 134 Sparks St., Ottawa. Telephone 2-4195

WAREHOUSING FOR CALGARY ALBERTA
New warehouse being built on trackage. Offer lease on all or part including office and trucking facilities. 12,000 sq. ft. available July 1, 1953. Will exchange bank references with bonafide inquiries.
REPLY BOX 434, CALGARY, ALBERTA

INDUSTRIAL BUILDINGS
Specialists in Design, Engineering and Construction of Complete Industrial Plants
WRITE FOR FURTHER INFORMATION
COMMERCIAL LEASEHOLDS LIMITED
299 MAIN STREET, EAST • HAMILTON • ONTARIO

FOR SALE 30 BUILDING LOTS 100' x 137'
Square plan, on No. 7 Highway, in Village of Markham. Suitable for light manufacturing or commercial purposes. Low taxes, town water and electricity available.
APPLY BOX 274, MARKHAM, OR PHONE 150

FOR SALE
WHOLESALE SMALLWARE BUSINESS
Well established Wholesale Smallware business located in a New Brunswick City. Business established for twenty years, must be sold to settle estate.
APPLY BOX 446, THE FINANCIAL POST, TORONTO

TRUST COMPANIES
The rich and growing Town of Simcoe in the County of Norfolk is wide open for [illegible] facilities and services. A new modern building is now under construction on the main corner. Some office space still available. Will be built to tenants' requirements if known immediately.
JACK M. CRABB, 34 PEEL ST., SIMCOE

FOR SALE
Chatham's best three story store with basement, electric elevator, oil furnace, two built-in vaults; over 13,000 square feet, on King Street and 150 feet from Market Square. Well located, paved street also at rear. Price $85,000 with terms.
HAROLD O'BRIEN
Real Estate Broker
QUEEN AT SCHOOL, CHATHAM, ONT. PHONE 334

NEW QUEBEC AREA
AGGRESSIVE INDUSTRIAL EQUIPMENT AND SUPPLIES REPRESENTATION AVAILABLE
Established ship repair and job machine and plate shop with new well located plant in Chicoutimi-Lake St. John area is seeking representation on suitable lines to serve pulp and paper, transport, mining and smelting, and construction and industry.
Write or Phone:
VINCENT CASSON, P.Eng.,
751 Victoria Square, Montreal, Que.
PHONE: HA. 5754

WAREHOUSING AVAILABLE in Montreal
Now servicing Department, Drug, Variety Stores and Wholesalers.
Modern warehouse for On-the-spot stocks will mean BETTER SERVICE to your customers and ECONOMY for you, ensuring prompt deliveries and reducing your freight costs.
Assembling and billing service also available.
Enquiries to our Advertising Agency W. H. Emmett (Canada) Ltd. 820 Drummond Bldg., Montreal

TO LET OR FOR SALE BRANDON, MANITOBA
IMMEDIATE POSSESSION
Large solid brick building, semi-mill construction. With R. R. Siding. 3 stories. Basement, built to carry 6 stories. 115 ft. deep. 57 ft. frontage 26200 sq. ft. floor space. Steam heated. Cut stone front. Freight elevator — Platform scales. Vaults. Well suited for Retail Store — Wholesale — Warehouse or Factory.
Particulars: S. & H. BORBRIDGE
450 Cooper St., Ottawa. Phone 3-4213

U.S. Influences Changing Our Bond Market Picture?

After a visible strengthening in the past month, the high grade bond market has eased again, and investment circles this week were wondering just what the trend was likely to be.

Government of Canada 3% bonds due '66, for instance, were 93 3/8 bid, 93¾ asked early this week, against 93½-93⅞ a week or so earlier.

The slight rise earlier, from prices close to present levels was attributed by investment men to a supply of money available for investment relatively greater than the demand from borrowers.

While this situation may have changed to some extent, the softening in the last few days — confined largely to the top grade federal and provincial issues — is believed to be more a reflection of U. S. influence on our market.

One such influence has been the fractional weakening of the U. S. dollar in relation to Canadian dollar. Any such weakening usually increases the supply of Canadian Government bonds available from U. S. sources.

Another factor in the picture is the uncertainty prevailing in the U. S. bond market. One of the main reasons for this is the talk of a major refunding by the U. S. Government, as part of its announced policy of converting some of its short term issues into long term debt. Some observers believe that a large issue with a 30-year maturity, and bearing a 3¼% rate may be in the wind. This compares with a 2.90% yield available on U. S. Government bonds due in 19 years.

In the immediate future is the huge $200 million Allied Chemical bond issue to be made shortly —the largest corporate bond issue of its type ever offered in the U. S. How this issue goes may give an indication of the trend in U. S. markets.

The Canadian bond market does not necessarily follow its U. S. counterpart, but it is certainly influenced by its action. In addition, some long term Canadian Government financing is expected, and investment circles believe it may be done some time in advance of the maturity date for the next big Victory bond issue coming due (Second Victory Loan due March 1, 1954).

While these factors suggest a weaker trend in bond prices, evidence of considerable strength is still available. For instance, municipal prices have been firm. Volume of borrowing by municipalities has declined somewhat, and there has been strong competition among dealers for good municipal issues — so strong in some instances that there has been very little profit left to firms making the winning bids. Corporate issues made recently have in several instances been selling at a premium soon after they were issued.

• • •

New Govt., Corporate Financing Reported

While the new financing pace has dropped off from that experienced in the last couple of months of 1952, there is still a fair number of issues coming on the market.

Aluminium Ltd. has announced plans for a new offering of rights to shareholders and a new preferred issue for its subsidiary, Aluminum Co. of Canada. The two issues are expected to total about $60 millions.

A new $4 million 5% 16-year debenture issue of Traders Finance Corp. is expected to be offered shortly by MacLeod, Young, Weir & Co.

Private placement is understood to have been made of $2½ million 5% first mortgage sinking fund bonds of General Steel Wares, Ltd. The bonds mature April 1, 1973.

In the provincial field, a $26 million issue of 4% 13-year debentures of the Province of Quebec is expected shortly. The debentures will be offered by a syndicate headed by A. E. Ames & Co. at 99½.

A $15 million issue has been placed privately in New York by the Province of Saskatchewan, it's understood. The debentures carried a 4% coupon and mature in 20 years.

B.C. Telephone To Offer Rights

An offering of rights will be made to shareholders of B.C. Telephone Co. when decision on company's rate increase is handed down by the Board of Transport Commissioners, President Gordon Farrell announced following company's annual meeting.

Holders of ordinary shares will be entitled to purchase one additional share for every three shares held. Offering price will depend on market at time of offering, and stockholders will be given at least two months' notice of expiry date of the rights.

At company's annual meeting this month, a resolution was approved giving directors the right to make offerings of ordinary stock at their discretion, without consent of stockholders.

Gap Between Stock, Bond Yields Widened by 20% Tax Allowance

Canadian investors are taking a second look at the relative yields of stocks and bonds, following the recent increase from 10% to 20% allowable tax reduction for persons receiving Canadian dividends.

A taxpayer in the 55% bracket, for instance, would require a bond yielding 8.67% to equal his net income from a stock which yields 6%.

At the other end of the scale, a person paying 15% income tax finds that a stock with an indicated yield of 4.25% would actually return as much as a bond yielding 5%.

Currently, a representative group of 114 Canadian stocks has an average yield of 5.25%, compared with about 4.39% on a group of 40 bonds.

The following table, prepared by National Trust, Co., shows comparative stock and bond yields producing equal net income.

BOND YIELDS

Stock Yield	55% Tax	50% Tax	45% Tax	40% Tax	35% Tax	30% Tax	25% Tax	20% Tax	15% Tax
6.00	8.67	8.40	8.18	8.00	7.85	7.71	7.60	7.50	7.06
5.75	8.31	8.05	7.84	7.67	7.53	7.39	7.28	7.19	6.77
5.50	7.95	7.70	7.50	7.33	7.20	7.07	6.97	6.87	6.48
5.25	7.59	7.35	7.16	7.00	6.87	6.75	6.65	6.56	6.18
5.00	7.22	7.00	6.82	6.66	6.54	6.43	6.33	6.25	5.88
4.75	6.86	6.65	6.48	6.33	6.21	6.11	6.01	5.93	5.59
4.50	6.50	6.30	6.14	6.00	5.89	5.79	5.69	5.62	5.30
4.25	6.14	5.95	5.80	5.67	5.56	5.46	5.38	5.31	5.00
4.00	5.78	5.60	5.46	5.33	5.23	5.14	5.07	5.00	4.70
3.75	5.42	5.25	5.11	5.00	4.90	4.82	4.75	4.69	4.41
3.50	5.06	4.90	4.77	4.67	4.58	4.50	4.44	4.37	4.12
3.25	4.69	4.55	4.43	4.33	4.25	4.18	4.12	4.06	3.83
3.00	4.33	4.20	4.09	4.00	3.92	3.86	3.80	3.75	3.53
2.75	3.97	3.85	3.75	3.67	3.60	3.54	3.48	3.44	3.24
2.50	3.61	3.50	3.41	3.33	3.27	3.21	3.16	3.12	2.95
2.25	3.25	3.15	3.07	3.00	2.94	2.89	2.84	2.81	2.65
2.00	2.89	2.80	2.73	2.66	2.62	2.57	2.53	2.50	2.35

CAs Urge Full Disclosure On Subsidiary Finances

Should the law direct companies to make full disclosure of subsidiary financial affairs? It doesn't now, and the Canadian Institute of Chartered Accountants thinks it should, either through consolidation of all subsidiaries' statements with those of the parent company, or in separate financial statements. Following a detailed study of the Federal Companies Act, 1934, a special CICA committee has prepared a report, shortly to be made public, containing recommendations for company law that would assure such disclosure. Here is a digest of what the April issue of the Canadian Chartered Accountant will have to say about the committee's forthcoming report:

Twin themes run through the CITA Committee's report — fuller disclosure, and fair presentation of financial reports. In these respects the committee's recommendations are in harmony with the trend of accounting throughout its history — a trend which has received an enormous impetus due to developments of the past 20 years. Thus the recommendations, while far more elaborate than the requirements of the Companies Act, are by no means in advance of the best accounting practice.

The report has five divisions. The first deals with the books and records which are to be kept and where they are to be kept. The second deals with annual financial statements and is no doubt the most important and far-reaching portion of the report.

Far greater disclosure of financial relations and transactions between a company and its subsidiaries and affiliates is called for, and for the first time clear definitions of the terms "subsidiary company" and "affiliated company" are provided.

Two "Surplus" Categories

The committee recommends that henceforth financial statements should recognize only two categories of "surplus," namely "earned surplus" and "contributed surplus." Such terms as "capital surplus," "distributable surplus," and other adjectival surpluses would be dropped.

Any change in accounting principle or practice which affects comparability of successive financial statements should be disclosed by way of note to the financial statements, and other information necessary to explain entries in the statements should similarly be stated by footnote.

On obligatory consolidation of financial statements, the committee has taken a half-way stand. While conceding that consolidated financial statements give the truest picture of the financial position in the great majority of cases, the committee recognizes that there are exceptional cases where this is not true.

It accordingly recommends that where consolidated statements are not published, the holding company must include in its financial statements an additional statement covering its non-consolidated subsidiaries which will set out all the information necessary to the presentation of a fair picture.

In particular, a holding company would be required to make full disclosure of its proportionate share in the non-consolidated subsidiaries' profits as distinct from the dividends received therefrom, which may be considerably less.

This recommendation is regarded by the committee as extremely important. If adopted, it will ensure that shareholders are in a better position to assess the true value of their investment — which unfortunately is not the case now.

The committee made no recommendation regarding disclosure of comparative figures and sales (or gross revenue), a very contentious issue. It felt that desirable as such disclosure might be, it was not necessary to the fair presentation of a company's affairs.

Recommendations dealing with auditors and the auditor's report included:

—Provision should be made for removal of an auditor during his year of office on a two-thirds vote of the shareholders at a special meeting called for the purpose.

—Qualifications for appointment as auditor of a public company should be narrowed to ensure auditor's independence, with greater freedom in such appointments among private companies unless they are subsidiaries of Canadian public companies, or unless auditor is director, officer or employee of private company.

—A company's auditor should be entitled to attend any meeting of shareholders and to be heard on any matter brought before the meeting which concerns him as auditor.

—Auditor's report should be as short as possible, to give greater emphasis to any qualifications made.

Prospectus Information

Part IV deals with the accounting provisions for prospectuses. Main recommendation: as in the case of company annual reports, where consolidated statements are not published in the prospectus, an additional statement must be included giving the relevant information on non-consolidated subsidiaries.

In Part V (Miscellaneous) the committee disapproves of the creation of a so-called distributable surplus on the issue of no par value shares, and calls for proper disclosure where shares are issued for property or services. Other recommendations:

—Redemption of preferred shares should be prohibited when a company is insolvent, or if the redemption would render it insolvent.

—Speculation by company directors in the company's shares should be fully disclosed by directors to the shareholders at the annual meeting.

—A subsidiary company should be prohibited from acquiring any shares in its holding company and, if it already owns such shares, should be prohibited from voting them.

All HBC Lands In Province Bought by Man.

From Our Own Correspondent

WINNIPEG—The last of the scattered land holdings of Hudson's Bay Co. in Manitoba have been bought by the Provincial Government.

Over the last three years the province has been buying up the residue of the company's holdings, most of it located in or adjacent to forest reserves and little of it arable. The deal just completed is for approximately 32,000 acres, all of it in the western part of the province—an isolated parcel in the south and larger areas in the north.

Purchase price was $1.50 an acre. Similar areas of the same type of land owned by the company have been picked up by the Provincial Government in 1951 and 1952.

In the sale the company has retained for itself the under-surface rights.

The company on surrender of its rights in the negotiations leading to incorporation of Manitoba as a province was given one and three quarter sections in each of four townships and two sections of 640 acres in each surveyed township whose number was divisible by five. Much of it was good arable land and over the years most of it has been sold.

The present deal with the Manitoba Government closes out the company's land business in Manitoba excepting what it owns for its commercial undertakings and trading posts in the north.

U. S. $ Value in Canada

Daily at Noon as Reported By The Bank of Canada
Week Ended Mar. 20, 1953

Mon.	.98 19/32	Thurs.	.98 15/32
Tues.	.98 16/32	Fri.	.98 10/32
Wed.	.98 17/32	Ave.	.98 77/160

Loblaw Groceter. Debentures Sold

An $8 million issue of 4¾% sinking fund debentures of Loblaw Groceterias Co. (The Financial Post, Feb. 28) has been sold privately by Gairdner & Co. The debentures mature March 1, 1973. Proceeds are for general corporate purposes.

Atl. Acceptance Prefer. Issue Being Offered

An issue of 5,000 5½% cumulative redeemable convertible sinking fund preference shares, $20 par, and 5,000 no par value common shares of Atlantic Acceptance Corp. is being offered by Fleetwood Financial Corp. Price is $100 per unit, each unit consisting of five preference shares and a bonus of five no par value common shares.

Atlantic Acceptance Corp. was incorporated in Ontario by Letters Patent dated Jan. 28, 1953 for the purpose of carrying on a commercial financing business consisting of the purchase of installment obligations created through the sale on a time-payment basis of motor vehicles, household appliances and other equipment.

Estimated net proceeds of the issue is $90,000 less legal, audit and sundry expenses estimated not to exceed $3,000. All funds received from sale of the 1,000 units are being deposited with Chartered Trust Co. as trustee. If the underwriter fails to take down and pay for 1,000 units under the underwriting and option agreement, unless the Ontario Securities Commission permits the company to do otherwise, the company will take steps to wind up its affairs and the funds held in trust will become available for distribution to shareholders.

Authorized capital of the company consists of 5,000 preference shares, $20 par, and 20,000 no par value common, of which 5,005 common were outstanding at Feb. 10, 1953. Each of the directors bought 1,000 shares of common at $1 a share.

Another 5,000 common shares are included in the current offering. A further 4,995 common are under option to G. Warren Armstrong, Toronto, at $1 a share for 365 days from Feb. 2, 1953. If all these are taken up, there will be 15,000 common shares outstanding.

Directors of Atlantic Acceptance are: C. Powell Morgan, president, Hamilton; J. Earl Copeland, vice-president, Ottawa; David R. Pidgeon, Toronto; Harry C. Whiteside, Ottawa; J. A. Daley, secretary-treasurer, Toronto.

U. S. Executive Writes

The coverage of Canadian affairs by The Financial Post is tremendous. I am really overwhelmed by the enormous amount of information you put out.

MACLEAN'S APPOINTS S. L. HUTCHINGS
Assistant Advertising Manager

Stanley L. Hutchings has joined Maclean-Hunter Publishing Company as Assistant Advertising Manager of Maclean's Magazine. Mr. Hutchings has had long experience in every phase of advertising, selling and merchandising. He has been Advertising Manager of Canadian Gypsum Company Ltd., Robert Simpson (Eastern) Ltd., and the Ford Motor Company of Canada, Ltd. Recently he operated his own automobile agency in Lindsay, Ontario. *

BUILDING TRADE MANUFACTURERS & DISTRIBUTORS
Active salesman 30 years old with close connections to Lumber dealers, Contractors, and Floor covering Dealers in Western Ontario, desires lines. Headquarters London, Ont.
Box 448, The Financial Post, Toronto

PLANT FOR SALE
MOOSE JAW, SASKATCHEWAN
Four main manufacturing buildings and accessory buildings in good condition on 27 acres of land. One mile from downtown district. Adjacent to Canadian Pacific Railways main line. Spur tracks serviced by C.P.R. and C.N.R. Equipped with refrigerated and dry storage facilities. 4,000 volts, 60-cycle power (any voltage available). Ample water supply. Favourable labour situation. Immediate possession. Write:
President's Office
SWIFT CANADIAN CO., Limited
Toronto 9, Ontario.

A. E. LePAGE
REALTOR
Established over 38 years
OFFERS A COMPLETE
REAL ESTATE SERVICE
• Commercial • Industrial
• Residential • Summer Properties
• General Insurance
Head Office
320 BAY ST. • TORONTO
24-HOUR SERVICE
EMpire 3-5661

Is Your Investment Portfolio Complete?

If municipal debentures are not included in your investment portfolio, we recommend that consideration be given to the inclusion of one or more of the following issues, which yield from 4.26% to 4.81%.

Security	Rate %	Maturity	Price	Yield %
City of Toronto, Ont.	4	1976	96.21	4.26
Village of Fonthill, Ont.	4½	1957	100.20	4.45
Saskatoon School District No. 13	4¾	1969	101.12	4.65
City of Vancouver, B.C.	4¾	1978	100.64	4.70
The Protestant School Board of Greater Montreal	4	1962	94.25	4.81

Prices are quoted "and accrued interest"
Denomination: $1,000

Information concerning any of these municipalities and their debenture issues will be forwarded promptly upon request.

Wood, Gundy & Company
Limited
Toronto Montreal Winnipeg Vancouver Halifax Quebec Ottawa Hamilton London, Ont. Kitchener Regina Edmonton Calgary London, Eng. Victoria Chicago New York

Government and Corporation Securities
WALWYN, FISHER & Co.,
Limited
44 KING STREET WEST, TORONTO 1, CANADA
TELEPHONE: EMpire 4-1131

ENGINEERS, DRAFTSMEN WANTED
Senior Electrical Engineers and Draftsmen for the design of industrial and commercial buildings. Five-day week, employee benefits, salaries commensurate with experience. Apply Walker and Associates Limited, 46 Ferguson Avenue South, Hamilton.

MECHANICAL ENGINEER
For internationally known metal fabricating plant in the Niagara District, employing approximately 350 people. Must be experienced in plant layout, modern foundry and machine shop practice, tool design and industrial engineering.
After a brief training period, will be appointed to Senior Engineering position. Age limit approximately 35 years.
Reply stating age, qualifications, complete history of experience, marital status and salary expected.
All replies confidential.
BOX 444, THE FINANCIAL POST, TORONTO

SECRETARY COMPTROLLER
Capable Comptroller not over 40 for large and expanding wholesale and retail lumber and building supplies business in Vancouver, B.C. Must be capable administrator with experience in accountancy and personnel relations. Exceptional opportunity for aggressive and high calibre man for permanent position and advancement. State age with photograph if available and full particulars of training and experience with names of previous employers, also salary expected and when available. All replies confidential.
BOX 434, THE FINANCIAL POST, TORONTO

An internationally known organization with ample manufacturing facilities, manufacturing top quality, precision-made products in Canada, selling in the jewellery, drug, tobacco, giftware, hardware, and chain store fields, is looking for
ADDITIONAL PRODUCTS TO MANUFACTURE AND SELL
Individuals with inventions, business firms (large and small) with products they wish to exploit (not necessarily sold to the above outlets) are invited to make initial contact by submitting particulars to
BOX 426, THE FINANCIAL POST, TORONTO, ONT.
Consideration would be given to outright purchase of rights, or manufacture and sale by licence. All enquiries will be treated in the strictest confidence.

LAWYER — GRADUATE ENGINEER
Practicing lawyer, age 32, diversified experience in engineering and business fields, responsible, aggressive, would like to associate with industrial or other concern, in executive or administrative capacity. Highest references.
BOX 451, THE FINANCIAL POST, TORONTO

BUSINESS SALES - - -
a highly specialized service
The sale of a business requires specialized knowledge of taxes, valuation and capital sources.
Practical experience in arranging business sales is also invaluable.
Our Business Sales Division offers these advantages to you in negotiating the sale of your business.

WRITE FOR THIS FOLDER
The CANADA TRUST Company
Head Office London, Ontario
Offices in 15 Principal Cities — Montreal to Vancouver

BANFF OIL APPOINTMENT

WALTON H. HOHAG, JR.

Recently elected a Director, Vice-President and General Manager of Banff Oil Ltd. Mr. Hohag was formerly Manager of Exploration for Socony Vacuum Exploration Company. *

U. S. Broker Writes

This Financial Post is without exception the best source of information on the Canadian scene. Its contents are invaluable to anyone in the United States dealing in Canadian securities.

Roman Catholic Episcopal Corporation of Halifax First Mortgage Bonds at 100 Yielding 5%

AS THE prospectus of the original issue shows, the then appraised assets of the Corporation totalled $17,298,650 — against Liabilities of $2,578,017.

Considering that these Bonds are a Trustee Investment in Nova Scotia, and yield A FULL FIVE PER CENT at today's price, we recommend their purchase as a security combination difficult to obtain.

Especially as the original issue of $4 Million has been entirely distributed and we only have a limited amount of the Bonds for sale.

Send us your order — or mail this advertisement for copy of Prospectus.

Stanbury & Company Limited
INVESTMENT SECURITIES
HEAD OFFICE — HALIFAX
SAINT JOHN — DARTMOUTH

How Expropriated Property Is Valued

Decision on Beauharnois LH&P Important Points on Quebec's

To what compensation is an investor entitled when a company in which he holds shares is taken over by the government? How is the compensation arrived at? Some of the methods of setting a value are compared in this Financial Post staff report on the judgment of Quebec's three-man arbitration board, aimed at settling the nine-year-old expropriation of Beauharnois Light, Heat & Power Co. by Quebec Hydro.

By GORDON MINNES

MONTREAL (Staff) — Last week, nearly nine years after Beauharnois Light, Heat & Power Co. was expropriated by the Province of Quebec, the three-man arbitration board headed by Judge Thomas Tremblay handed down a decision on the amount to be paid common shareholders.

It totaled $15,502,909 plus 5% interest from April 15, 1944. This was equal to $21.66 per share, with interest to date adding another approximately $9.65 per share.

While well below the common stockholders' final claim of $89.31 per share the award was sharply above Quebec Hydro's original offer made in 1946 which would have left nothing for the shareholders.

James McG. Stewart, arbitrator representing the shareholders, disputed some of the conclusions in the ruling but agreed with the award, calling it a "fair and just indemnity."

L. Eugene Potvin representing Quebec Hydro (he is chairman of Quebec Hydro) disagreed, claiming that valuation of the Beauharnois properties should have been based solely on the money actually and usefully invested which, he said, was less than the debts assumed by Quebec Hydro when it took over.

As the accompanying table shows, the Board cut the shareholders' final claim by $48.4 millions. It trimmed the properties valuation, raised depreciation, refused to allow for potential value or going value and increased the net debt deduction.

Interpretation of the law

By law, the board said, its job was to fix "the capital sum on which a revenue may be allowed." This sum or rate base, according to the Electricity Act, must be calculated by considering "only the real value of the undertaking and only the capital actually and usefully invested."

What is the real value? Reproduction cost at April 15, 1944 less depreciation, it was ruled. This eliminated taking market value or earning power as a criterion. (Mr. Stewart dissented from the chairman's opinion here, maintaining that real value is commercial value).

Reproduction cost of the Beauharnois physical assets was no problem for the board as both parties had agreed in 1946 on a figure of $79.6 millions for the works, dam, canal, etc. and $5.9 millions for the land, flooding rights and transmission line rights.

Water rights, however, were a different story. The shareholders felt commercial value should be the yardstick and claimed $20.6 millions, including $16.5 millions for value plus five years' 5% interest. The Board, however, ruled that the issue was how much Quebec Hydro would have had to spend to get the same rights in 1944.

Beauharnois had laid out $2,075,000 in cash for acquiring rights to 13,072 c.f.s. from Montreal Cottons and had paid nothing other than annual rentals and royalties for rights to 70,000 c.f.s. acquired from the Quebec Government. Total yearly charges for use of the water powers amounted to $906,844.

The Board slashed the value of water rights to $3.2 millions. It ruled that, since water powers could have been acquired from Quebec in 1944 on the same basis — that is, without paying capital sums — it would allow only the $2,075,000 cash outlay to Montreal Cottons plus $1,150,000 for the exhaustive studies of stream flow, head, etc. which would have been necessary in reconstructing the Beauharnois project.

On Potential Value

The $7.5 million item for "potential value of works for future development," upped from $2.5 million in the revised claim, was disallowed. This refers to "common works" built into the Beauharnois development originally, so that more generating units could be added at the site later at a cost considerably less than those in the No. 1 plant.

Here, the board referred to the point that only capital actually and usefully invested, besides replacement value, should be taken into account. And it ruled that any potential value of the $30 million common works was "absolutely useless' to Beauharnois customers in 1944 and would not be useful until the second and third sections of the project were built, increasing capacity to 1,750,000 hp.

It also ruled that Quebec Hydro had demolished shareholders' arguments on this matter by showing that other costs — such as interest and depreciation on the common works before full development of the site — would offset the $7.5 million potential value or saving claimed.

The extra 10% for "going value" was also disallowed. It was a new item, inserted in the revised claim of 1949, and was eliminated by the Board because it had apparently never been discussed at the shareholders' meeting.

Both these items — potential value and going value — the board felt, were actually "disguised claims for damages" since they could not be included in the capital sum on which the Electricity Board would allow a revenue.

Ruling on Depreciation

In fixing the total depreciation to be deducted from reproduction cost the board upheld Quebec Hydro's claim that the "straight line" method should be used, and came up with a figure of $9.1 millions.

Shareholders had based their claim of $5.3 millions on a method known as "observed depreciation" —the loss of value physically observable (equivalent to deferred charges for maintenance) — plus "unobserved depreciation."—sinking fund invested at compound interest to yield by 2003 A.D. enough to repay the money invested in the undertaking.

It was ruled that observed depreciation is too risky since it rests only on "the sense of observation and the perspicacity of the one who inspects and the soundness of his judgment."

As regards the sinking fund, it was noted that the slightest error in the interest rate could be disastrous, while this method is also more expensive to the consumer; in addition, the board foresaw possible troubles because of the slow accumulation of the sinking fund, particularly in the first years, when a machine must be prematurely replaced.

Finally, it noted that accounting methods used by a company should also be employed in figuring a rate base. Beauharnois' depreciation reserve totaled $9.5 millions in 1944, indicating a straight line method aimed at substantially writing off the plant by the year 2003.

Having disposed of "real value" at a figure of $79.6 millions after depreciation, the board turned its attention to "capital actually and usefully invested."

Here, it came up with a total of only $75.8 millions before depreciation, $66.3 millions after depreciation. Adding current assets and 10% for forcible taking, and deducting debts, this would have meant a deficit of $1.1 million and no balance for the common shareholders.

The Board ruled, however, that "real value" should be the basis of the award. It pointed out that Beauharnois in 1944 was just emerging from its lean years and noted the money that it costs and the problems that must be overcome to get such an undertaking rolling, even after it has been built. This is "going concern value," it said, for which there is no place in a study of capital actually and usefully invested. It also noted that greater weight should be given to real value figures which reflect the purchasing value of the dollar at time of expropriation.

Reason for the sharp difference in the two results was that the board ruled that $13.9 millions of the company's capital had not been actually and usefully invested. The biggest single item was $11.9 millions for bond discount (this "must be considered as an expenditure due to its defective credit or to the low interest rate that it agreed to pay to the investors").

But there were many others, including some which had come up in the House of Commons report of 20 years ago.

Net Debt Question

To arrive at its figure for net debt, the Board took outstanding bonds totaling $75.9 millions, added current liabilities of $2.1 millions, and then deducted current assets of $3.6 million and financing expenses of $2.3 millions. Balance, or net debt, totaled $72.1 millions.

The shareholders had held that $7.7 millions should be deductible as financing costs not amortized to date of expropriation. The Board said no, however, ruling that the financing costs could not be rated as capital usefully invested, and that financing costs as high as $7.7 millions could not be included in reproduction costs since Beauharnois's credit in 1944 was much better than it was back in the construction days. The board's $2.3 million figure was calculated by allowing 3% on the $75.9 millions of bonds outstanding at April 15, 1944.

Back in 1949, the board ruled against a minority shareholders' motion that assets be valued by capitalizing earnings. In last week's judgment, it repeated its stand but came up with a figure on this basis anyway, merely for the sake of comparing it with the reproduction cost figure.

Quebec Hydro had contended that net earnings of $5.5 millions (before depreciation and income tax) should be capitalized at 8.8%, giving a non-depreciated value of $63 millions.

The shareholders claimed this was too conservative. Their gross earnings figure was $8,050,020 versus Quebec Hydro's $7,250,000, and their rate was 6.57%.

The board, using the shareholders' gross earnings figure and deducting operating expenses took a rate of 7.8%, and came up with a value of $81 millions, which "tallies roughly with the conclusions we arrived at in determining the reproduction cost of the expropriated undertaking."

It also compared the indemnity with the book value of the common shares at April 15, 1944. Assets totaled $83.4 millions and adding 10% for forcible taking and deducting $78.0 millions for debts and charges produces a net equity of $13.7 millions.

Claims and Compromise on Beauharnois

	Quebec Hydro Offer of May 16/46 $	Minority Shareholders' Claim Filed Aug. 8/46 $	Minority Shareholders' Revised Cl. Fil. Aug. 25/49 $	Arbitration Bd's Award $
Expropriated properties	....	108,781,421	108,781,421	88,710,221
Less Depreciation	....	4,458,301	5,339,113	9,057,949
		104,323,120	103,442,308	79,652,272
Potential value of works provided for future developments	....	2,500,000	7,500,000	nil
	65,691,351	106,823,120	110,942,308	79,652,272
10% for going value	....	....	11,094,231	nil
		106,823,120	122,036,539	79,652,272
10% for forcible taking	6,569,135	10,682,312	12,203,654	7,965,227
Total	72,260,486	117,505,432	134,240,193	87,617,499
Less Net Debt	79,380,510†	71,680,946	70,312,474	72,114,590
Balance for common	nil	45,824,486	63,927,719	‡15,502,909
Per common share	nil	64.02	89.31	‡21.66

†This figure is total debts and other charges assumed by Quebec Hydro.

‡Plus interest at 5% from April 15, 1944, which adds about $9.65 per share to date of judgment.

Beauharnois Payment Plans

Now that the Beauharnois judgment has been handed down by the arbitration board, it is expected that shareholders accepting the award will be instructed to deposit their share certificates with a trust company. The procedure to be followed may be announced shortly.

If shareholders were to reject the award, they would have recourse to Court of King's Bench, whose decision is final. The award does not require government approval, it's understood.

Costs of the expropriation must be paid for by Quebec Hydro, according to the judgment.

MANAGED INVESTMENT

Compton's Market Value Increases $329 in Month

A spirit of indecision has been created among investors by political developments on the international scene, particularly in Russia, Egypt and Iran, says Compton's manager. The account's advisers feel that the present is a time for caution.

An improvement of $329 has taken place in the account's portfolio in recent weeks, as prices of industrial stocks advanced slightly.

Compton's Manager Says:

During the month ended March 15, Compton sold five shares of Canadian Industries Ltd. and 10 shares of Building Products Ltd. (The Financial Post, March 14.)

As in the previous month, public interest on the Canadian stock market during the period ended March 15 centred on the speculative uranium and "penny" gold stocks.

Prices of industrial stocks at mid-March were generally slightly higher than a month earlier, with the result that there was a modest improvement during the period of $329 in the break-up value of Compton's investment portfolio.

Developments in the international political arena, particularly in Russia, Egypt and Iran, have apparently created and are maintaining a spirit of indecision among investors.

With Compton's interests in mind, his advisors feel conscious of the need of caution at the present time.

As a shareholder of Aluminium Ltd., Compton will be interested in the announcement that the company will offer additional shares to present stockholders at a price not exceeding $37.50 (Canadian) per share, on the basis of one new share for each 10 shares now held.

During the month ended March 15, Compton received investment income of $108.50. After the usual monthly withdrawal of $60 and a quarterly withdrawal of $20 to cover safekeeping charges, management fees, etc., his cash account was increased by $28.50.

The Compton Account Now Stands

No. of Shares		Cost per sh. $	*Market per sh. $
	Common Stocks		
75	Abitibi	11.20	14¼
25	Aluminium Ltd.	40¼	51
25	Brazilian Traction	12	10⅜
25	Can. & Dom. Sugar	19½	18
30	Can. Packers B	30¼	29¾
25	Can. Pacific Rlwy.	24.69	31
50	Cockshutt Farm. E.	9.08	15⅞
50	Great Lakes Paper	17¾	17¼
25	Gypsum, Lime & A.	13⅝	37
20	Montreal Locomotive	18	14
15	Nat. Steel Car	19¾	27
50	Powell River	18½	21½
25	Walker-Gooderham	32.73	46¼
	Preferred Stocks		
50	Abitibi P. & P.	25.30	25⅝
30	Can. Wire Box A	17.21	28½
30	D. Stuart Oil	16¼	17¾
120	York Knit. Mills A	7¾	4
	Mining Stocks—Base Metals		
25	Consol Smelters	17	30
25	Hudson Bay M. & S.	54½	54½
25	Inter Nickel	40¾	45¼
	Mining Stocks—Precious Metals		
15	Kerr-Addison	16¼	18¾
5	McIntyre	64.35	66
100	Teck-Hughes	3.90	2.03
Cash			$692.91
Curr. Market Value of Fund			$18,109.54
Prospective Annual Income			$1,128.00
Aver. Yield on Original $10,000			11.28%

*Bid price Mar. 16, 1953.

LEETHAM, SIMPSON LIMITED
MANAGEMENT CONSULTANTS
MONTREAL • TORONTO

114 Stocks Yield Averages 5.25%

Average yield on 114 dividend-paying stocks on the Toronto Stock Exchange, as compiled by Moss, Lawson & Co. on prices of March 23, was 5.25%, off .02 from the previous week. Current yield compares with 5.21% one month ago and 5.51% last year.

Yield by the various groups of stocks was as follows:

	Mar. 23 %	Week Ago %	Month Ago %	Year Ago %
Common	5.17	5.20	5.22	5.36
Pfd. & A	5.34	5.38	5.40	5.72
Mining	5.76	5.78	5.45	6.02
Banks	3.89	3.88	3.89	4.39

We, as principals, offer

$150,000

THE HYDRO-ELECTRIC POWER COMMISSION OF ONTARIO

GUARANTEED AS TO PRINCIPAL AND INTEREST BY THE

PROVINCE OF ONTARIO

3% BONDS

TO MATURE JUNE 15, 1973
(CALLABLE AT PAR ON AND AFTER JUNE 15, 1971)

PRICE: $7.50 AND INTEREST

BELL, GOUINLOCK & COMPANY
LIMITED

ESTABLISHED 1920

MONTREAL TORONTO WINNIPEG
LONDON HAMILTON KITCHENER

EASTERN STEEL PRODUCTS EXPANSION

A. B. DAVIDSON

F. J. MADELY

Expanding volume of business reported by Eastern Steel Products Limited which, with its subsidiaries, The A. B. Ormsby Company Limited and W. D. Beath and Sons Limited, operates metal fabricating plants in Preston, Toronto and Montreal, has resulted in a number of executive changes and promotions. Announced following the annual meeting of shareholders held recently in Toronto are the election of A. B. Davidson, left, as chairman of the board and the elevation to the presidency of F. J. Madely, previously general manager who continues to hold that post also. *

CITY OF OTTAWA

PROPERTY FOR SALE

Offers will be received by Board of Control for purchase of City Owned Property known as Strathcona Hospital Property including Nurses' Residence and being parts of blocks 53 & 60 on East side of Range Road with Frontage of 418 feet on Range Road with depth of 245 feet on North limit and 205 feet on South.

Offers shall indicate the manner in which the tenderer proposes to utilize the land and buildings in question. If present buildings are to be utilized they must be made to conform to Building By-law #8752. Plans of proposed development shall indicate details of such proposed use giving size and type of proposed buildings, location in respect to streets and boundaries, off street parking facilities, etc.

Preference is expressed for sale for a project, which the City of Ottawa greatly needs, an apartment hotel, so designed and operated as to serve both residential and transient guests, with provision for special function and good dining room and related food services.

Opportunity will be afforded for prospective Tenderers to visit these buildings, and to examine building reports, plans, etc., on file relating thereto.

Offers to purchase are to be submitted in sealed envelopes, addressed to Secretary of Board of Control and marked "Offer to purchase City Owned Property" and will be received by the Secretary of Board of Control, Corporation of the City of Ottawa, 48 Rideau Street, Ottawa, up to 12 o'clock noon, April 21, 1953.

Each proposal must be accompanied by a certified cheque or a bond for 10% of the total amount of the offer made payable to the Corporation of the City of Ottawa.

The Corporation does not bind itself to accept the highest or any offer.

N. R. OGILVIE,
City Clerk.

CITY OF LETHBRIDGE

TENDERS FOR DEBENTURES

Sealed tenders, marked "TENDER FOR BONDS" will be received by the undersigned up to Three P.M. Mountain Standard Time, Monday, April 13th, 1953, for the purchase of debentures of the CITY OF LETHBRIDGE as follows:

$11,000.00—4½%—20 Year Bonds B. L. 1839.
Issued for Property Owners Share Local Improvement Concrete Walks.

$11,000.00—4½%—20 Year Bonds B. L. 1840.
Issued for City's Share of Local Improvements—Concrete Walks.

$88,000.00—4½%—20 Year Bonds B. L. 1841.
Issued for Property Owners Share of Local Improvement—Concrete Sidewalks—Curbs and Gutters.

$88,000.00—4½%—20 Year Bonds B. L. 1842.
Issued for City's Share of Local Improvements—Concrete Sidewalks, Curbs and Gutters.

All of the above Bonds are issued in equal annual payments of Interest and Principal and are dated July 1, 1952. Final payment July 1, 1972.

Also For:
$117,000.00—4½%—20 Year Bonds B. L. 1847.
Issued for Storm Sewers.
These bonds mature on July 1, 1953 to July 1, 1972, with $5,850.00 principal maturing each year.

Principal and Interest payable in Canadian Funds in Lethbridge, Toronto and Montreal.

BONDS ARE NOT CALLABLE

Tenderers are required to state net price to the City of Lethbridge for Lethbridge Payment and Delivery.

Debentures bear the endorsement of the Chairman of the Board of Public Utilities Commissioners of the Province of Alberta.

The highest or any tender not necessarily accepted.
For further particulars apply to:

T. H. FLEETWOOD,
City Treasurer.

WE WANT:

An energetic, live, personable technical man to meet our clients and produce sales. Metallurgical experience desirable. Considerable travelling will be involved. Apply by letter only stating qualifications, experience, salary expected, etc. Your application will be acknowledged.

The Volta Manufacturing Company, Limited, Welland, Ont.

ENGINEERING MANAGER AVAILABLE

Executive, Canadian age 36, graduate engineer with design, development background and eight years of progressively responsible administrative experience covering all phases of management, now in charge of organization with staff of 500, seeks responsible position in mechanical engineering industry.

Box 445, The Financial Post, Toronto

REPRESENTATION

Responsible executive with extensive background at managerial level, with considerable industrial trade connections and valuable sales experience, seeks association with responsible concern desiring top class representation in Montreal and Quebec territory, either as Branch Manager, or other suitable working arrangement. Advertiser has been in top brackets, willing however to discuss any sound assignment. Highest credentials.

Box 452, The Financial Post, Toronto

CAR LEASE COMPANY

being formed in Western Canada by experienced operator. Require additional Capital and would like to be connected with large Eastern or American car lease Company who are interested in branching to the West.

BOX 442, THE FINANCIAL POST, TORONTO.

CHIEF ACCOUNTANT

Required by medium-sized Company with Home Office in Waterloo, Ontario, to assume full charge of accounting department. Practical experience should be supplemented with at least equivalent of intermediate standing or accounting degree. Knowledge or experience of punched-card accounting an advantage. To the right man this position offers excellent opportunities for advancement.

Apply in first instance to Brock, Davis, Dunn and Broughton, Chartered Accountants, 19 King Street East, Kitchener, Ont.

FRENCH-CANADIAN EXECUTIVE AVAILABLE

Young, perfectly bilingual, until recently in charge large industrial plant (over 1,000 employees) with extensive administrative and sales experience plus broad personal connections in government and business, this man is ready to make new association. Ideally suited for senior executive position with company planning to establish subsidiary or branch operation in Province of Quebec. Enquiries invited. Write to

BOX NO. 450, THE FINANCIAL POST, TORONTO

SENIOR PRODUCTION EXECUTIVE

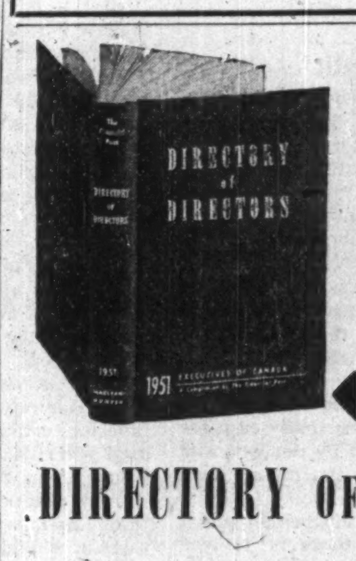
Substantial Western Ontario manufacturer in durable goods industry is looking for a senior production executive. This man should have a broad background of modern production methods and controls with a thorough knowledge of the labour relations field. Age 40-45. Salary and bonus approximately $20,000.

Apply in writing to—

J. D. WOODS & GORDON LIMITED

15 Wellington Street West, Toronto, Ontario

All replies will be treated in strict confidence.



Here are facts about Canada's Men of Influence

DIRECTORY OF DIRECTORS

You'll find many valuable ways to use this directory — and you'll benefit from it repeatedly. It gives facts about the men you do business with, about your best prospects across Canada — men of influence with the authority to buy goods and services in widely diversified fields.

This is the only reference book of its kind in Canada! Handsomely bound in simulated leather with gold stamped titles, this valuable directory will give you:

- An alphabetical listing of nearly 9,000 Canadian directors
- Their titles
- Home addresses
- Chief business address of each
- Their other business connections

ORDER YOUR COPY TODAY — Immediate delivery $10 POSTPAID

THE FINANCIAL POST
481 University Ave., Toronto 2, Canada
Please enter our order for ...... copies of
DIRECTORY OF DIRECTORS, 1951
at $10 a copy postpaid.
Payment enclosed $...... Invoice us $......
COMPANY ....
ATTENTION OF ....
STREET & ZONE ....
CITY & PROVINCE ....

Rocks on the Road

A national highway policy for Canada may be a fine thing. But let's remember it would cost money.

There is a general sympathy with Canadian Construction Association president John N. Flood and his proposal for "federal-provincial co-operation" on highways. And general agreement—except that it almost inevitably means Ottawa paying more money to the provinces.

And that in turn means more money from everyone of us to Ottawa.

But Flood brings out some important facts. This country is away behind on highway building. Despite the high provincial spending on roads in recent years "less money is being spent in our country today per motor vehicle registration than before World War II."

In the past four years there's been a 50% increase in motor vehicles. There are now three million four-wheels-or-more monsters in Canada. Every year there are 300,000 more. Every year the jams get worse.

Highways are vital for defense, for the tourist trade, for developing resources and, for business generally—not to mention the mental outlook of the Canadian motorist, who sometimes gets bounced around like a pingpong ball.

From time to time Ottawa is justified in stepping in—as with the Trans-Canada Highway. This country does need a good road from East to West.

But beyond that we should go easy on any suggestion for more Ottawa spending if that is what "federal-provincial co-operation" means. There are many other fields—education, health, welfare are some of them—where a national minimum seems more important.

Only Chicks

There was a picture in the papers the other day of some big bare hands reaching into a box of chirping, fluffy, yellow chickens just out of their shells.

The hands are kindly. But 60,000 young chicks aren't likely to know that. For them, the hands mean only one thing—death. Strikers wouldn't let the chicks be shipped to waiting farmers. To keep them from starving the Humane Society ordered them killed.

And the big bare hands are tossing them wholesale into steel drums to be gassed.

Maybe those chicks are nothing more than $8,000 worth of somebody else's property. Maybe they don't deserve any more respect from strikers than any piece of machinery, the heating system in a car plant or blast furnace in a steel mill when they happen to complicate a picketing problem.

Maybe they were heading for a dinner table some months from now anyway.

Fill the page with "maybes" and "anyways" as you wish. But labor didn't win public respect on this one.

A union keeps a plant strikebound and causes mass slaughter of chickens. But it hurt the whole cause of labor by showing such stubborn disrespect for other people's property.

If we were a small boy in Stratford and our father was on strike at Swift's, we would be asking him why he killed those little chicks.

And if we were the father, we wouldn't want to answer.

Seaway Blues

Apparently we've had it again on the Seaway.

Hopeless frustration caps our every effort to stop the nonsense and start shoveling out the dirt.

The weak-kneed U. S. Federal Power Commission goes on with its dillydallying.

And Canada and the whole St. Lawrence project waits—just as we've been waiting since grandma was a girl.

Eisenhower, in a recent conference, made it very evident that he knows little of the project and is confused even about some of its geography.

The tragedy for Canada is that decisions must be made now about new electric power capacity for the future. Any specific answer from the Americans would be better than no answer.

Fines on Credit

There is no conceivable reason for not allowing a person who has been sentenced to a fine or imprisonment for some minor crime or misdemeanor to pay his fine in installments rather than go to jail.

The truth is that the option of fine or jail is a relic of a period when the population of this country, as of Great Britain whence we obtained the custom, consisted of only two classes, those who never would allow themselves to go to jail no matter what difficulty they might have in raising the fine, and those who would never have any prospect of raising the fine at all. To these there has now been added a very large class, of those who have not the ready cash for the whole fine but can raise it by degrees, and who would vastly rather pay the money than go to jail.

Indeed, in a condition of full employment such as Canada now enjoys, there is no reason why anybody sentenced to fine or imprisonment should go to jail if his fine is payable over a reasonable time; and since it is obviously against the interests of society to send anybody to jail if a fine will meet his case (and the law by providing an option has declared that it will), the argument for installment payment becomes overwhelming.

The case in support of it has been ably presented to the Commons Committee on the Criminal Code, and there should be little doubt that the Code will be amended accordingly, if the measure goes through at this session, about which there is rather more doubt.

Fish or Fowl?

A memorandum from the Customs Division of the Department of National Revenue, addressed to Collectors of Customs and Excise and others concerned, notes that a portable belt conveyor has been classified as machinery, not as a motor vehicle.

The content of the ruling is not exactly remarkable, but surely the fact that the Tariff Board had to hear argument on such a matter is.

Gist of the argument presented by the Canadian firm seeking to bring the conveyor in as a motor vehicle rather than as machinery (which bears a lower tariff rate) was this: Section 2(r) of the Customs Act defines the word vehicle as "any cart, car, wagon, carriage, barrel, sleigh, aircraft or other conveyance of what kind soever, whether drawn or propelled by steam, by animals or by hand or other power." It was therefore a vehicle because it was a conveyance. It was a motor vehicle because it was powered by a motor.

The belt conveyor case is not the only freak that has come before the Tariff Board. One application sought to bring in a power shovel under the section covering the steel spades and shovels you use in your garden, rather than as machinery. Another asked that a tractor-mounted compressor be allowed in as a tractor.

There are lots of examples, and a good many such requests are quickly turned down. But some of the more borderline cases get by. Manufacturers in Canada are often in a vulnerable position if they oppose such applications, because in many cases the applications are submitted by their customers. The customers naturally take a dim view if their attempts to slip items by at a lower rate are challenged by suppliers.

In many instances, as a result, no objections are raised, the goods are allowed in, a precedent is established, and it's tougher than ever for a Canadian manufacturer to compete on similar goods later.

If tariffs are worth keeping they should be enforced. If their terms are ill-defined, they should be made more exact.

But a way should be found somehow to get away from a tariff setup that encourages evasion, based on clever but not too logical interpretation of complicated and often baffling sets of regulations.

Putting Off Till Tomorrow

Putting off till tomorrow is a costly business.

In 1942 an Ontario teachers' superannuation fund to which the teachers and the province contribute had a deficit of $2.4 millions. Today it will take over $100 millions of taxpayer money to put the fund into actuarial shape.

There's a lesson here for more than just public pension funds. It applies to all groups which are trying to provide for retirement.

Even if prices, salaries and pensions never changed, the pension funds, if not adjusted, eventually lag behind their commitments because people are living longer.

A century ago a new-born baby had a life expectancy of 40 years. By 1900 it had 48 years. And today it has 68. Another 50 years may increase it to 78 years. Who knows?

Pension plans always will have to be revised to meet these changes.

To put off the revision till tomorrow merely makes the bite more painful—and none the less inevitable.

Increase Britain's Stake

It is encouraging that the British should be showing real keenness to take a larger stake in Canadian development. It is a sign that the traditional enterprise of the British can be revived after all these years of suffocation.

If British investment in Canada could be restarted, it would be good for Britain and good for Canada.

But it is not good that Mr. Butler should suggest that the funds come from money owing Canada as repayment on loans we have made. The $700 millions interest-free loan of 1942 has been reduced to $200 millions by repayments out of the sale of British securities here. If British investors were allowed to switch their Canadian holdings (which the terms of the interest-free loan now prohibit) there would be little or no net sale and little or no repayment on the loan. Mr. Butler must know this is asking a lot. For the chance of ever having the loan repaid would be just about gone.

But it is not difficult to suggest a formula which both the U. K. and Canadian Governments could accept, and which would achieve both the ends in view. If Britain would suggest any reasonable rate of repayment on the loan, British investors could be allowed to trade their Canadian securities instead of selling them. Britain would be no worse off in the long run. It would have in place of its cash loan repayments a continued and growing asset in Canadian securities. Canada would be better off because we taxpayers would get our loan repaid and there would be a wider participation in Canadian investment.

We hope Mr. Butler will come back with a proposition of this kind.

Shakespeare Perhaps?

The people who are so busy at the moment trying to suppress naughtiness in the twenty-five-cent reprints should watch out. They are liable to find themselves suppressing Shakespeare.

A firm of publishers, probably of United States origin though it operates from Owen Sound, is offering to Canadians a collector's edition of the works of the Bard of Avon in language identical in tone with the descriptive rhapsodies which appear on the cheap-reprint covers. "The delightfully risque interlude of Midsummer Night's Dream and As You Like it." (The omission of the accent on "risqué" is the Owen Sound people's, not ours.) "If perchance you enjoy the details of love then there is nothing to equal Shakespeare's Venus and Adonis, The Rape of Lucrece, and The Passionate Pilgrim." Shakespeare also, we learn, was a psychoanalyst before psychoanalysis was invested.

Shakespeare is just the beginning of the series. He will be followed by Zola, Flaubert and Daniel Dafoe, all of whom can be recommended in much the same manner, and all of whom it would be slightly ridiculous to try to suppress. And who knows? The desire to read "risque" interludes and to enjoy "the details of love" may even lure a few people into reading Shakespeare who will ultimately yield to the fascination of his art (as few who really read him fail to do) and become genuine Shakespeare-lovers.

Incidentally Shakespeare was not above using the sadistic as well as the erotic to attract (and inform) his audience. He has several passages quite as bloody as anything in Mickey Spillane. The Owen Sound people seem to have overlooked this line of salesmanship.

Napier Moore's Scratch Pad

IN 1915, AS A YOUNG REPORTER in Vancouver, we went to the hospital to talk with an ailing man of 83. His name was Walter Moberley. An English engineer, he had arrived in British Columbia in 1858, via Cape Horn. And he was the man who discovered Eagle Pass and located the route for the CPR through the mountains to Burrard Inlet. In other words, in our early twenties we talked with the man who enabled the CPR to get through to the Pacific Coast. And we are far from being decrepit.

On April 13, Vancouver's Board of Park Commissioners will give a dinner in commemoration of the 67th anniversary of the incorporation of Vancouver as a city on April 6, 1886. Invited as guests are all those who lived there "before the train," meaning the first trans-Canada passenger train to arrive at the coast from Montreal, which it did on May 28, 1887.

Event of the evening will be the unveiling of a bronze panel on the precise spot where, in 1885, Lauchlan Alexander Hamilton drove a stake at the edge of the forest and began to mark the place of the first streets of the proposed, and as yet unnamed City of Vancouver.

Major J. S. Matthews, the city's archivist, has sent us an interesting folder about all this. Setting out from the settlement of Granville, Hamilton, with eight companions, in single file, walked along a narrow, sinuous trail through the swamp and blackberry bramble (Woodward's store stands there now) of the clearing. "Granville Townsite" was a vacant wilderness, 20 acres of forest debris, framed on three sides by a palisade of towering trees and on the fourth side by the beach. At a point which today is the corner of Hamilton and Hastings Streets, the party halted, and there the stake was driven. So began the task of dividing an empty land which was the genesis of a metropolis stretching 30 miles by 20 miles deep.

On April 13, the panel will be unveiled by Miss I. O. Hamilton, only child of Lauchlan A. Hamilton, who is journeying from Lorne Park, Toronto. As a child of seven she lived with her father in his forest camp and, looking across False Creek, saw clouds of smoke billowing from the fires which were clearing the West End for settlement.

• • •

WHEN WE FIRST went to Vancouver, Point Grey was little more than distant bush and timber. Now the University of British Columbia sprawls over many acres, a university which has a School of Commerce working in close contact with the city's business. Early this month 300 members of the Board of Trade, Canadian Manufacturers' Association, and various business organizations, along with 225 students, attended the school's annual banquet. Highlight was the presentation to Prof. E. D. MacPhee, director of the school, of $1,000 by the Board of Trade Ad and Sales Bureau.

• • •

PRESENTED IN Maclean's Magazine, a series of Yousuf Karsh photographs of Toronto included, as contrast a picture of a svelte salon in Morgan's women's finery store, and, next to it, a picture of another Bloor Street establishment—"Honest Ed's" a bargain clothing shop the outer walls of which are covered with such signs as "'Honest Ed's' where only the floors are crooked," "No sour-faced clerks," "How cheap can a guy get?—Come in and find out," and so forth.

Ed didn't lose any time when he saw the magazine. He ran an advertisement in the newspapers. In big, black headlines he announced:

"HONEST ED'S"
BEEN TOOK
By Karsh! Read Maclean's
and Have a Look.

• • •

IN DRUG MERCHANDISING, Mervyn J. Huston, Director of the School of Pharmacy, University of Alberta, writes most entertainingly on Pharmaceutical Fallacies. He says that some of the remedies pharmacists of the past prepared at the request of their medical colleagues make the broth of Macbeth's witches look pretty innocuous. Materials prescribed for internal use in England not more than 200 years ago included such specifics as dried earthworms, pulverized warts, live bedbugs, dried snakes, hog's lice and "nanny tea" distilled from sheep droppings.

That isn't all, but it's as much as we can stand.

• • •

WE ARE FASCINATED by a Wall Street Journal story about a man named George C. Quick, of Phoenix, Arizona, who is a terrific dealer in ladybugs. He sells them in two gallon batches of 270,000. Last year he sold 685 million ladybugs to farmers from Quebec to Venezuela. Ladybugs, we are told, devour crop-destroying insects without themselves taking the slightest nibble from leaves.

How does he get them? From gatherers all over eight states.

Stop Me If

"What do you take for your insomnia?

"A shot of whisky at regular intervals." intervals."

"Does that make you sleep?"

"No, but it makes me happy to stay awake."

• • •

Jerry: Sam's wife told me Sam gets sixty bucks a week and she gets sixty too."

Terry: Trouble is, it's the same sixty. First he gets it from his boss and then she gets it."

Post Scripts

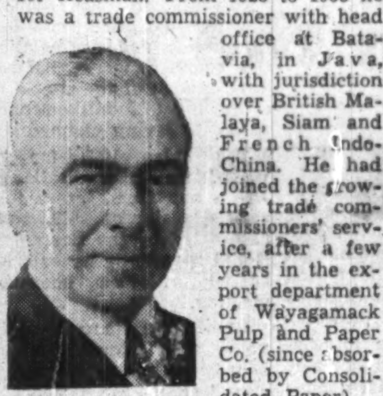
Canadian Salesman

"George Heasman of Ottawa has a new title and a new job," said The Financial Post a few years ago when he became Director of Trade Commissioner Service.

The phrase fits again.

For Heasman's career in representation of Canada abroad (and directing much of it) is now capped with appointment from the trade field into the diplomatic, as our ambassador to Indonesia.

It will be back to familiar fields for Heasman. From 1928 to 1933 he was a trade commissioner with head office at Batavia, in Java, with jurisdiction over British Malaya, Siam and French Indo-China. He had joined the growing trade commissioners' service, after a few years in the export department of Wayagamack Pulp and Paper Co. (since absorbed by Consolidated Paper).



MR. HEASMAN

From Java Heasman went to Capetown, then to London, Chicago, and back to Ottawa by 1941 where he organized Canada's export permit branch in the days when U.S. dollars were short.

By 1943 he had added to his busy life the job of senior assistant on Canada's Mutual Aid Board. And when control machinery unwound after the war, he took command of Canada's trade commissioners in a revitalization of the Department of Trade and Commerce.

No small amount of our blossoming foreign trade to far corners of the world is a result of the active work of our trade commissioners which Heasman has directed in these postwar years in over 40 countries.

Dean of the trade commissioner service, who's been twice around the world on trade missions and has served in 14 trade posts abroad, he can recall the rough-and-tumble days of the service. The then trade commissioner—as he sometimes still does—would be literally peddling everything from lace panties to patent medicines along the merchandising boulevards of many lands.

He was born in Ottawa 55 years ago, went to school there, then to Queen's at Kingston for a B.Com.

While he now joins the diplomatic set, Canadians can be sure that George Heasman will be ready to talk trade with Canada whenever the chance pops up.

• • •

King of the Royal

The Royal Agricultural Winter Fair in Toronto is the largest fair of its kind in the world. This coming November it celebrates its 25th birthday. Actually the Royal has been going longer than that, but during the war it was suspended when the RCAF took over its buildings on the Canadian National Exhibition grounds.

In the midst of all the planning is farmer-industrialist Stewart Gordon Bennett who this week became president of the Royal, after two years as a vice-president.

President Bennett also heads Beardmore & Co., which is one of Canada's oldest leather firms. It's been operating since 1844. In addition, he is a vice-president of Canada Packers, a director of Dominion Stores, Chartered Trust, Phoenix Assurance, Canadian Bronze and several other companies.

But 40 miles away from his downtown Toronto office on dignified Victorian Front St., he's a farmer.

And it's as a farmer that he heads the Royal.

For 15 years, Mr. Farmer Bennett has lived on his 600 rolling, wooded acres at Georgetown. There he has developed a prize-winning Shorthorn herd. Those cattle are a pretty aristocratic bunch, and wear ribbons from the Royal and Chicago. And when they come up for sale they wear price tags like $2,550, and $4,800 and $5,700. Proud ones, they are.

But the cattle on the Bennett farm take a backseat to the master of the bull pen—the $20,000 1952 Supreme Champion Bull which Bennett brought back from the famous Shorthorn sale in Perth, Scotland.

Bennett was born in Toronto, 60 years ago. His father was in the lumber business, at different times had mills throughout parts of northern Ontario.

Stewart graduated from University of Toronto in engineering, then headed for Oxford to study political economy.

He was just nicely in England in 1914 when Europe's political economy blew up. And he joined the Royal Engineers. At war's end he came home to Canada, a captain with an M.C. and a mention in despatches. For six years he taught engineering at his old alma mater, and in 1925 joined Beardmore's.

Bennett has seen much of the world on business and pleasure trips; Australia, New Zealand, Cuba, South America, Mexico, U.K. and Western Europe.

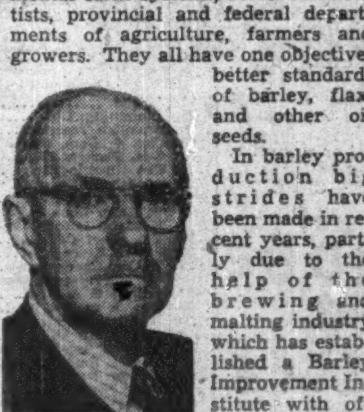
In addition to his business and farming interests, he's on the board of the Toronto Art Gallery, and is chairman of the tariff committee of the Canadian Manufacturers' Association. He is an Anglican, and a member of the York, Toronto, Toronto Golf, and University clubs.

• • •

Prairie Scholar

Training, occupation and experience have custom tailored Robert Whiteman, former chief agronomist of the Manitoba department of agriculture for the post of president of the Canadian Barley and Oils Seeds Conference which recently held its annual meeting in Winnipeg.

The conference is a group of specialists in cereal grain production. It includes representatives of universities, plant breeding services, experimental farm systems, research scientists, provincial and federal departments of agriculture, farmers and growers. They all have one objective: better standards of barley, flax, and other oil seeds.



MR. WHITEMAN

In barley production big strides have been made in recent years, partly due to the help of the brewing and malting industry which has established a Barley Improvement Institute with offices and laboratories in Winnipeg. Barley has been developed to the point where it will probably produce more pounds of grain per acre than any other cereal grain. As a cash crop in the West it has displaced oats, and is second only to wheat.

Whiteman, who is chief agronomist for Manitoba Pool Elevators, has 38 years experience with various branches of government service in agricultural production.

His parents came West from Stratford, Ontario, in 1887 and located on a farm in northwestern Manitoba.

He graduated from Manitoba Agricultural College in 1912, and 20 years later took an M.A. in scientific agriculture.

Busy agronomist Whiteman is also president of the Canadian Flax Institute, which is sponsored by paint, varnish and lacquer interests.

But his big lifetime's work is that for most of the crop districts of the Prairies, he knows the crops which will grow best, and he knows the varieties to be used.

What Others Are Saying

Editorial of the Week

Closed Meetings Are Outdated

Cobourg (Ont.) Sentinel-Star

The old habits are hard to break; old traditions die hard and in many cases their deaths are regrettable but one that persists is a throw back that has long outlived its usefulness. That one is the closed meeting.

Closed meetings belong to lodges, organizations, even business firms. They do not belong where the people's affairs are concerned.

If there is nothing to hide, then all meetings should be open to the ratepayer, the property owner and the citizen who each year is asked to nominate and elect the people who will head the town's governing bodies.

The regrettable attitude about the public bodies of many towns is contained in the old saying about politicians which runs, "they'll buy you a cigar on election day and blow smoke in your face the day after."

The homely truth contained in this statement is reflected in most politicians but never found in a leader or a statesman.

There is a certain dignity of office that should be upheld but there is also a spirit of remembering that the people elect the holder of that office.

The spirit of "making deals" without the knowledge of either a responsible press or the people cannot be approved.

Let the voting stockholders show their records to the public as they are made, not in a whitewashed official statement that contains not what the people are entitled to know, but what "is good for them to know."

Other People's Views

THE GAME OF POLITICS, philosophizes the **Camrose (Alta.) Canadian** is a rough and tumble business. "When you are in power the chips are with you. If you are on the outside looking in, . . . you can paw the air for all you're worth and never advance a foot."

TITO'S VISIT to Britain doesn't mean any endorsation of Communism states the **Calgary Herald.** "It will, however, demonstrate the West's sincere desire to get along with nonaggressive Communism in the interests of peace. And it may well have good results in those Communist states still slaves to Russia."

THE PERSON who can say no to urges that do not contribute to physical or social well-being is a good citizen, comments the **Kitchener-Waterloo Record.** "Whether or not the idea of Lent is acceptable, the principle of self-denial is good for both body and mind. Those who observe the practices of Lent emerge at Easter improved mentally and physically as a result of the observance."

A HORDE OF GHOSTS and walking spirits holed up in British castles are helping Coronation year. The **St. Thomas Times-Journal** says someone has picked up a ghost on his radar screen and is inviting Canadians and Americans to come and see, spend money and help Britain's recovery. "What do the ghosts get out of all this? Why they in turn can see the Americans and Canadians making fools of themselves before a radar set."

TRIGGER-HAPPY PEOPLE should not be able to carry firearms just because they can afford a license, thinks the **Courtenay (B.C.) Comox District Free Press.** "When a person wants to drive a car, a potential hazard to life in the wrong person's hands, he must take a test which requires some considerable study. But when a man buys a hunting license to carry a rifle, which was designed specifically to kill, he can be anything from a college professor to a congenital idiot. Once armed with his license he is let loose upon the wildlife and anything else that happens to be in the woods."

The Financial Post

Member Audit Bureau of Circulations
Member Business Newspapers Association of Canada

RONALD A. McEACHERN, Editor

Charles C. Milne, Gordon L. Smith, associate editors, Gordon M. Grant, mining editor; Paul S. Deacon, investment editor; Donald G. MacLean, insurance and banking editor; C. A. Bassett, features editor; Harley Potter, construction editor; W. L. Dack, chemical editor; Assistants: Vincent J. Egan, James W. Johnston, Trevor Lloyd, Peter Newman, Kenneth White.

Ottawa: Michael Barkway, 205 Clemow Ave. 2-6349.
Montreal: Gordon Minnes, 1242 Peel Street, UNiversity 6-9841.
Advertising Manager—Austin A. Weaver.
Advertising Production—Evelyn Carroll.
Circulation Manager—Robert H. Olivella.
Promotion Manager—Stanley E. Caldwell.
Art—Chris V. Yaneff, Walter Kopacz.
Montreal: Murray R. Chipman, eastern manager.

Subscription Terms—Single copies 20c. Yearly in Canada, $6; (two years $11); all other countries $7 (two years $13).

Advertising Rates: Single insertion $7 per inch. Contract terms upon request.

Authorized as second-class mail, Post Office Department, Ottawa.

Main articles indexed in The Canadian Index of The Canadian Library Association, published 10 times yearly and cumulative annually.

Other Publications and Services of The Financial Post

CORPORATION SERVICE. A. C. Bowman, manager. Special service for investors, $2.00 per company a year; complete service $32 monthly.
BUSINESS YEAR BOOK. Yearly $3.
SURVEY OF INDUSTRIALS. Yearly $3.
SURVEY OF MINES. Yearly $3.
SURVEY OF OILS. Yearly $3.
DIRECTORY OF DIRECTORS. $10.

Printed and Published by
MACLEAN-HUNTER PUBLISHING COMPANY LIMITED
TORONTO 2: 481 University Avenue, EMpire 3-5861.
MONTREAL 2: 1242 Peel St. UNiversity 6-9841.
Founded in 1887 by John Bayne Maclean.

HORACE T. HUNTER, Chairman of the Board — FLOYD S. CHALMERS, President
DONALD F. HUNTER, Vice-President and Managing Director — THOMAS H. HOWSE, Vice-President and Comptroller

Other MACLEAN-HUNTER Publications:
NATIONAL MAGAZINES: Maclean's, Chatelaine, Mayfair, Canadian Homes & Gardens.
BUSINESS NEWSPAPERS: Canadian Advertising, Civic Administration, Canadian Machinery, Modern Power, Canadian Printer and Publisher, Canadian Shipping, Canadian Packaging, Canadian Automotive Trade, Canadian Aviation, Bus and Truck Transport, Hardware and Metal, Canadian Grocer, Drug Merchandising, Canadian Paint and Varnish Magazine, Painting and Decorating Contractor, Canadian Stationer, General Merchant, Le Prix Courant, L'Epicier, Style, Men's Wear, Sanitary Engineer, Canadian Hotel Review, Fountains in Canada, Plant Administration, Canadian Trade Abroad and four other business publications in the United States and Great Britain.
OTHER SERVICES: Canadian Press Clipping Service, Commercial Printing Division, National List of Advertisers.

MACLEAN-HUNTER LIMITED
LONDON: Wellington House, 125 Strand, London, W.C.2; Cable Atabek; Temple Bar 1616.

MACLEAN-HUNTER PUBLISHING CORPORATION
NEW YORK 36: 522 Fifth Ave., Murray Hill 2-7888.
CHICAGO 6: 309 West Jackson Blvd., Harrison 7-7890.
Representative:
DUNCAN A. SCOTT & CO.
SAN FRANCISCO 4: Mills Building. GArfield 1-7950.
LOS ANGELES 5: 2978 Wilshire Blvd. DUnkirk 8-4151.

March 28, 1953.

U.K. Group's 'Empire' Plans For Nfld-Labrador

The Big Concessions They Get in Waterpower, Mineral, Timber Rights

By RUPERT JACKSON

ST. JOHN'S — British plans to develop latent natural resources of Newfoundland and Labrador on a grand empire-building scale were unfolded here this week with signing of an agreement between the Newfoundland Government and the Rothschilds-backed British Newfoundland Corp. Ltd.

Plans cover huge concessions in timber, minerals and waterpower in what has been called "the biggest real estate deal on this continent in the present century."

Envisaged are big possibilities in titanium, iron, copper, lead, zinc, nickel; perhaps a pulp mill for Labrador; and huge new hydro plants to power such industries.

This is the first time since the war that British interests have gone into any such large-scale plans for development of new resources in a dollar area. For exploration this year $350,000 has been budgeted; $1.25 million all told is committed over the next five years.

Highlights of the deal — which at midweek promised to generate some hot debate and fierce opposition in the legislature — are these sweeping concessions:

(1) **Mineral rights** over 50,000 square miles in Labrador to be selected from the present approximately 74,000 square miles of crown land uncommitted in the northern territory. (Holdings in Labrador by other companies include approximately 17,000 square miles by Labrador Mining and Exploration Co.; 13,700 by Newfoundland and Labrador Corp., and 5,400 by Frobisher Ltd.)

(2) **Mineral rights** over 10,000 square miles of Newfoundland to be selected from crown lands presently uncommitted. This will take up just about all uncommitted crown lands in the province.

(3) **Timber rights** over approximately 1,400 square miles of the Lake Melville timber areas of Labrador. The area presently tentatively selected is estimated to

B. C. GARDNER
Bank of Montreal chairman is first president of British Newfoundland Corp.

contain some 8-10 million cords of prime black spruce. This 1,400 square miles to be included in the 50,000 square miles mentioned above.

(4) **Waterpower rights** on all rivers in both Newfoundland and Labrador which have not been committed. Thus the new corporation, in effect, gets a monopoly on all undeveloped waterpower in Newfoundland and Labrador.

20 Firms Involved

Twenty major firms make up the syndicate: N. M. Rothschilds and Sons; Bowater Paper Corp. Ltd.; Anglo-Newfoundland Development Co., Ltd.; Anglo-American Corp. of South Africa Ltd.; Rio Tinto Corp.; Frobisher Ltd.; English Electric Co., Ltd.; Morgan Grenfell and Co. Ltd.; J. Henry Schroder and Co.; Hambros Bank Ltd.; Robert Benson, Lonsdale and Co., Ltd.; Kleinwort Sons and Co., Ltd.; M. Samuel and Co., Ltd.; Alliance Assurance Co., Ltd.; Prudential Assurance Co., Ltd.; C. T. Bowring and Co., Ltd.; British Metal Corp. Ltd.; Imperial Chemical Industries Ltd.; British South Africa Co., and Sogemines Ltd.

Heading up the British office of the new Corporation are: Viscount Rothermere (publisher of The London Daily Mail) Sir Eric Bowater (Bowater's, Newfoundland, president), J. N. V. Duncan, and R. W. C. Hobbs, an executive of Rothschilds who signed the agreement on behalf of the syndicate.

First president is B. C. Gardner, chairman of the Bank of Montreal, who last week flew to London for top level planning talks. Executive vice-president is H. M. Spencer Lewin, general manager of Bowaters (Newfoundland) Pulp and Paper Mills Ltd. Other directors will be named later. In charge of the St. John's office of the corporation which is now being set up is A. W. (Bill) Southam.

What Corporation Pays

There are certain strings attached to the agreement.

The corporation is to pay the Government a royalty of 3% before taxes on all earnings from minerals developed.

On development of timber stands, there will be no royalty on timber processed in Newfoundland or Labrador, but there will be a royalty of $1 per cord on all timber exported in its raw state.

As development and exploration continues, sections of the Corporation's holdings will revert to the crown from time to time. Of the 50,000 square miles in Labrador, 10,000 square miles are to revert by 1955, and after that 8,000 square miles will be surrendered every five years until the minimum of 19,000 square miles is reached. In Newfoundland, the corporation will drop some 6,200 square miles to reach a minimum holding of 3,800 square miles. Total minimum holdings, therefore, will amount to 22,800 square miles.

The granting of such wide waterpower rights to the new

R. W. C. HOBBS
Rothschilds executive, signed the agreement for the syndicate.

corporation met with some opposition here.

The Financial Post understands that in addition to getting all other waterpower rights, the rights on the mighty Hamilton River in Labrador will be taken away from the present holder—the crown-owned Newfoundland and Labrador Corp. — and passed over to the British group.

However, there is a rider to the waterpower clause which says the new corporation must give a definite answer within six months to any request by outside companies for waterpower development. If the answer is negative, the question will be put to arbitration by a board of three composed of one representative of the British company, one from the party requesting the power and one neutral.

How Deal Started

This whole deal began with a visit to Britain and Europe by Premier Joseph R. Smallwood last August.

In December an agreement in principle was signed. Other talks took place in Newfoundland between Smallwood and Hobbs and last week the final agreement, as above, was signed. At mid-week it was still subject to ratification by the provincial legislature.

The new corporation has been given what promises to be an empire. In minerals alone, Labrador has been stamped as "big game" country.

There are the huge Labrador iron fields. Frobisher Ltd is now working a good native copper deposit. Last year, American Metals (Exploration) Ltd., uncovered another native copper deposit. Other parties "just grubbing around" have found possible mineral deposits of all kinds, including titanium, more iron in south eastern Labrador, more copper, lead, zinc, graphite, nickel and mica. Aeromagnetic surveys carried out last year by Newfoundland and Labrador Corp. turned up "several interesting anomalies."

What can be expected in Labrador was shown by American Metals last summer when a party led by E. L. Evans went into the interior with very little advance knowledge and ended up their summer's work by staking 200 claims on native copper.

Timber Potential

Labrador timber stands have been in the news several times in recent months. In 1951 the Seigheim deal was attempted (The Financial Post, June 23, 1951 et seq.) but failed because of dollar exchange difficulties. Since then, a couple of other half-hearted efforts have been made to develop the northland's 40 million cords of timber. This year, Newfoundland and Labrador Corp. plans a detailed survey of logging possibilities, and two other companies are running surveys in other areas.

British Newfoundland Corp. will be granted the old Seigheim holdings, which are among the best, and most accessible of the lot, situated around Grand Lake and in the south west corner of Lake Melville. It has been estimated here that the stands on these grants are ample to supply a medium-sized pulp mill.

It may well be, however, that the wood will be cut and shipped down to the Newfoundland mills of Bowaters (Newfoundland) Pulp and Paper Mills at Corner Brook or Anglo-Newfoundland Development Co., mills at Grand Falls. In the beginning, this would seem to be the quickest way to development of the timber areas.

From the standpoint of development of Labrador itself, however, the establishment of a pulp mill would be by far the best. To export the timber from Labrador to Newfoundland would merely need logging camps. To set up a pulp mill would mean the establishment of a town, a shipping port and other facilities, thus opening up the northern territory, making way for further development in forestry and other fields.

Waterpower Treasure

The new corporation holds perhaps the biggest treasure of all in its sweeping rights to all unalienated waterpower. Almost everywhere one looks in Labrador there is a potential hydro site although a lot of money will be needed for development. On the Hamilton River alone, Grand Falls is so big it would be uneconomic to develop it unless a huge industrial site is created—or is available — to use the 1½ million hp created.

The falls roar over a drop of 315 feet, twice as high as Niagara. Just below is another series of rapids suitable for hydro development and 100 miles further down the river are the Muskrat Falls (presently under concession to the Royal Bank of Canada) capable of producing one million hp.

The twin drops of Unknown Falls on the Unknown River are also said to have a tremendous power potential, while a series of rapids on the Kenamu and other rivers provide still other potential sources.

Using this power, development of any mineral deposits or of pulp mills would be comparatively easy.

Taming The Wilderness

There was one time when possible development of Labrador was considered just about out of the question. This was because the northland was a completely undeveloped territory, much of it unmapped and without roads or any communications or transportation facilities whatever. This is no longer the case.

Since the war, the airport of Goose Bay has been opened up, and a good deal of eastern Labrador was opened up with it. Now that they have been able to look over the ground, mining companies and others say it would not be too difficult to get minerals (either raw or smelted) out. For example, Lake Melville slashes 90 miles inland into the heart of Labrador, and Frobisher estimates that by widening the waterway connecting Lake Melville with Grand Lake, it's native copper deposit at Seal Lake would be within 45 miles of water transportation.

It is also estimated that roads could be slashed through the wilderness from Lake Melville.

On the other side of the territory, Iron Ore Co. is driving a railroad north to Knob Lake. Feeder lines could run into this, thus opening up the western portion of Labrador.

Taken all in all, it is considered that Labrador no longer is the inaccessible territory it once was. If the minerals are there, they will be brought out.

The new corporation is not wasting any time in getting going. Plans are already under way to put exploration parties in the field this summer.

In this first year, only basic exploration will be done, aimed mainly at selecting the 50,000 square miles of mineral rights in Labrador. A good deal of this work will have to be done by plane. Then in 1954 it is expected that exploration work aimed at development will be begun.

A. E. Ames & Co.
Limited
Government, Municipal
and Corporation Securities

A. E. Ames & Co.
Members
Toronto Stock Exchange
Montreal Stock Exchange

Business Established 1889

TORONTO MONTREAL WINNIPEG VANCOUVER VICTORIA CALGARY
LONDON OTTAWA HAMILTON KITCHENER OWEN SOUND ST. CATHARINES
QUEBEC NEW YORK BOSTON LONDON, ENG.

Even if you're not in the market for a generator today...

there's a message here for the men who run industry

These vertical, waterwheel-driven generators, or a motor to run a hobby saw—they're all one to us. We make each of them as well as we know how—and that's precisely as well as sixty years experience in designing and manufacturing every kind of electrical equipment has taught us.

The experience and manufacturing facilities of Canadian General Electric are readily available to *you*—however big or however small your electrical problem. Many firms have found that it pays them handsomely to contact us for *all* their electrical equipment needs. They have discovered the reason why this Company is today Canada's largest electrical manufacturer and why it has succeeded in maintaining this leadership in spite of constantly stiffening competition: the simple combination of forward thinking, fair policies and good service.

Prove this for yourself, when ordering electrical equipment, by contacting the nearest of our nation-wide system of sales and engineering offices. *Apparatus Division, Head Office, 212 King Street West, Toronto.*

GENERAL ELECTRIC
Equipment
generates power, transmits it and puts it to work

APPARATUS DIVISION
CANADIAN GENERAL ELECTRIC COMPANY LIMITED
Canada's Oldest and Largest Electrical Manufacturer

LABOR ROUNDUP

By TREVOR LLOYD

All Eyes On US Labor Strategy

See Top Increase 10c, But Drive For Annual Wage

With '53 wage talks yet to start in most Canadian industries, and with big pace-setting unions such as Steel and the United Auto Workers waiting for guidance from the U. S. before making their demands here, there is much Canadian interest in action on the U. S. scene.

Reports now are that a 10c hourly wage boost will be a big gain in the U. S. and that increases will probably average 6c-7c. Demands by unions there have not been made known extensively and may not have too much relation to the amount the unions will settle for.

Some isolated groups in the U. S. are asking a 35-hour week.

Reasons unions are expected to settle for less this year:

—A leveling in living costs;

—Fear of a business recession, and

—Big wage increases granted in 1952.

On the other hand, the CIO is developing arguments to present to employers. Gist is that the best way to thwart a recession is to increase consumer spending by increasing wages.

Meanwhile there was news for all Canadian industry in President Walter Reuther's address to the big CIO convention in Atlantic City early this week. Reuther said his UAW would win the guaranteed annual wage in the U. S. and Canada "by fighting it out the hard way" if that was necessary.

In the past, Ford Motor Co. of Canada has been testing ground for UAW's big demands. Another indication that Ford will be first to receive demands on the annual guaranteed wage: its contract with UAW expires next February while Chrysler and General Motors contracts hold until 1955.

Meanwhile, Reuther is apparently trying to force GM and Chrysler into granting UAW's current demands for revision of pensions and wage schedules. He has said that unless they do this the union executive will recommend that future long-term contracts be rejected.

Once the UAW went after Ford on pensions, first major introduction of that issue on the Canadian bargaining table, it wasn't long before it became a common demand by other unions. It looks like the same story will be repeated with the annual wage.

Compulsory Arbitration

Proposed legislation designed to prohibit strikes by such public servants as policemen and firemen is expected to create widespread interest when it is submitted in detail at the current session of the Alberta Legislature. The effect would be to introduce the principle of compulsory arbitration.

Edmonton's city council has been told by its commissioners that the legislation will mean employees lose their right to strike and employers lose their "lock out" right. The commissioners expressed concern over the fact that present arbitration setups, with one member appointed by each side and a chairman chosen by the two, meant that most binding decisions are made by the chairman.

Council approved the commissioners' suggestion that the Provincial Government be asked to change this method of setting up arbitration boards. Council suggested that a panel of provincial arbitrators be trained by the Government from which the appointees of labor and management could choose a chairman. Along with these three, the Government would name two additional members from the panel.

• • •

Less Time Lost

The strike picture across Canada was somewhat brighter last month.

There was less time lost through strikes than in January but number of individual work stoppages was higher.

February's totals: 19 strikes and lockouts; 3,757 workers idled; 23,777 man-working days lost. January had contained only 14 work stoppages but time loss totaled 31,050 days.

Four strikes, including the textile strike in Louisville, Que., which has since ended, and the West Coast grain elevator workers' strike (still on) accounted for 74% of the time lost. Of the 11 strikes which started during the month, seven were ended before Feb. 28. There were eight still in effect at the beginning of March.

Labor Briefs

Another AFL textile union, employees of Collie Woolen Mills, Appleton, Ont., has switched over to the CIO Textile Workers Union of America following a vote ordered by the Ontario Labor Relations Board. This brings to 1,100 the number of textile workers who have made the switch in the past three months and is a continuation of a movement that started last summer after leaders of the CIO union left to head the rival AFL organization. A similar vote has been ordered March 31 at the 250-employee Orient Hosiery at Brockville, Ont., where the AFL presently holds bargaining rights.

• • •

A legislative committee on industrial relations is to be established by the Manitoba Government to investigate charges that the Labor Relations Act is "loaded" in favor of employers. A CCF member charged the Act permitted employers to "stall" on negotiations and said that unions were dissatisfied to the point that some groups "are thinking of ditching the Act altogether and relying on their economic strength."

• • •

Details of an attempt to place a pro-Communist resolution before a Toronto TLC meeting by an unqualified delegate were revealed by officials of the council last week. President William Jenoves said the man, Angus MacInnes, attempted to introduce a resolution condemning Bill 93. That contains amendments to the Criminal Code which Canadian Communists have been criticizing so loudly. The resolution was stopped on a technicality and investigation showed MacInnes was not an accredited delegate.

C. W. FINDLOW

works manager and a director, Amalgamated Electric Corp., has been elected president, Employees' Welfare Service Fund of Greater Toronto.

Big Wheat Sales Give Dollar New Strength

Moderate strengthening of the Canadian dollar this week was attributed in banking circles to reports of substantial sales of Canadian wheat abroad. These, it was considered, had caused a demand from purchasers for Canadian dollars.

Quoted at 93¼ cents Canadian on Monday this week, the U. S. dollar later eased to 97¾ cents and then strengthened to 98 1/8 cents. The average for the week ended March 20 was 98 77/160.

A discount of 2% seemed to be the resistance point, said one foreign exchange expert. "When the U. S. dollar gets below 98 cents Canadian, the market seems to think it a good buy," he added. The early opening of lake navigation is also seen a factor likely to strengthen Canadian funds.

Will Store Gas In Sarnia Caves

Sun Oil Co., Philadelphia, has drilled three wells and is washing out cavities in a salt formation 2,000-3,000 ft. beneath its refinery now under construction at Sarnia, Ont., to provide underground storage for liquefied petroleum gas.

Butane, propane and other LPG products manufactured at the refinery will be pumped underground for use in winter, when they are in high demand.

Drilling into the huge salt beds that underlie the refinery site, Sun is washing out sufficient salt to form cavities to hold more than 6 million gallons of the products under pressure. Investment is estimated at only 10%-20% of the cost of steel storage tanks.

EXECUTIVES:

SALARY EVALUATION is the accepted realistic method to assure that your salaries are adequate, equitable and in line with your industry and the community.

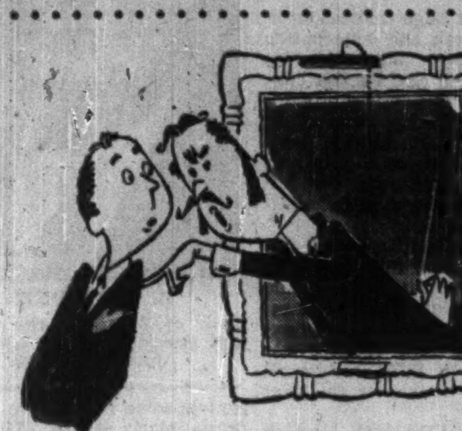
A Phone call will bring full details

GL. 1428

J. EDGAR DION

Consulting Management Engineers

4643 Sherbrooke Street West, Montreal, Canada

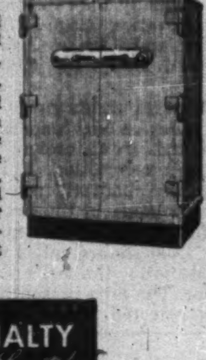


"But don't trust that old safe, son!"

If you want to stay in business, don't trust your accounts receivable to any safe without the independent Underwriters' Laboratories, Inc. label. Such a safe may incinerate your records when temperatures get above 350°F.

A fireproof building will only wall-in and intensify the fire. Is it any wonder that 43 out of 100 firms that lose their records by fire never reopen?

Don't take such a dangerous risk!



Come in . . . see the safe that aged *all* other safes 30 years—overnight!

Take a good close look at the new Mosler Record Safes we're displaying. See the handsome Raymond Loewy styling . . . the protection features that make them the world's largest-selling safes. See the new "Counter Spy" Lock, too, and other new convenience and security features. Or phone us for a free demonstration of the "Counter Spy" Lock in your office. Do it now, before it's too late.

OFFICE SPECIALTY
Manufacturing Co. Limited

HEAD OFFICE AND FACTORIES: NEWMARKET, ONT.
BRANCHES FROM COAST TO COAST
SOLE CANADIAN REPRESENTATIVES FOR:
The Mosler Safe Company Since 1848
World's Largest Builders of Safes and Bank Vaults

THE JAMES MORRISON BRASS MFG. CO. LIMITED

Make these French Dollars talk English!

One-fifth of the total farm income of all Canada now goes to the French-speaking farm families of the East. Add $100 million or so in family allowances, and there's an annual revenue of around $600 million!

That's a big and receptive market—yet many firms headed by English-speaking executives devote very little advertising attention to it. In such cases, this under-developed French farm family market presents a substantial opportunity for expansion.

May we tell you or your representative more about this market, and this medium?

La FERME

1236 Crescent St., Montreal
UNiversity 6-7321
Toronto—D. R. Shepherd
EMpire 6-5327

Propose Fair Wage Clause For N. B. Crown Contracts

From Our Own Correspondent

FREDERICTON — New Brunswick's first fair wage clause in government contracts is provided for in a bill introduced by Labor Minister Skaling in the Legislature last week.

The bill, he said, will bring the province in line with similar labor acts in B.C., Manitoba and Ontario.

The fair wage provision is limited to government contracts; it does not apply where provincial subsidies are paid toward private projects.

The bill also provides for an eight-hour day with a maximum 44 hours per week; gives the Labor Minister power to classify employees as to classes of work; and prepares fair wage and minimum wage schedules. In case of violation, the minister may also direct the Crown to pay the employee's wages, and deduct the payments from the amounts owing under the contract.

Another clause says that before letting a contract, the Government must report to the Minister the nature of the work and classes of employees likely to be employed; and must comply with any direction given by the Minister.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

GEORGE WESTON LTD. consolidated net profit of $2,289,660 for 1952 was 36.4% higher than 1951 net of $1,678,986.

Volume of production was highest in company history, and over-all sales exceeded those of 1951 "by a sizeable margin," reports President R. A. Robertson.

All divisions showed marked operating improvement, he says. Biscuit divisions introduced many new lines and packages; confectionery division showed satisfactory advances despite heavy excise taxes; bread and cake division made excellent progress in all areas.

Improvement in operating results was essentially due to greater volume of merchandise sold, wider diversification of products and more intensive development of the market, says Mr. Robertson.

No major capital expenditures were made in 1952, but an amount equal to the depreciation of $1,907,344 was spent on maintenance and replacement of machinery and equipment. In 1953, a new plant is projected to replace an older, inadequate plant at Tacoma, Wash. A $2.5 million plant is also planned for the Toronto area (The Financial Post, Jan. 31). New warehouse facilities are to be constructed in 1953 at Montreal, Toronto and Hamilton.

Inventories at yearend were $665,000 less than on Dec. 31, 1951. Company's policy, in the face of downward tendency in commodity prices, is to maintain raw material inventories at lowest effective operating level.

CONSOL. INCOME ACCOUNT

Years Ended Dec. 31:	1952	1951
Total net inc.	$7,024,937	$4,990,403
Less: Deprec.	1,907,344	1,726,772
Interest	23,739	37,170
Inc taxes	2,800,000	1,491,740
Minority int.	4,194	55,735
Net profit	2,289,660	1,678,986
Less dividends:		
4½% pref.	540,000	443,772
Common	685,896	642,709
Surplus for year	1,063,764	592,505

Note: Profits of Western Grocers not included. Accounts of William Neilson included from acquisition in Apr., 1948.

Earnings per Share and Dividend Record:		
4½%	$19.08	$13.99
Paid	4.50	4.50
Common (new)▲	2.55	1.80
Paid	1.00	0.75
Com. (old): Paid	......	0.25

▲After 4-for-3 split.

CONDENSED CONS. BALANCE SHEET

As at Dec. 31:	1952	1951
Cash	$2,311,994	$1,765,779
Accts. rec.	6,367,472	5,809,389
Inventories	6,595,742	7,261,410
Mkt. sec †	2,664,860	2,542,586
Total curr. assets	17,940,068	17,379,164
Life ins., c.s.v.	197,292	181,268
Investments	1,308,828	1,141,208
Misc. assets	583,241	603,957
Fixed assets*	18,495,631	18,461,074
Total assets	38,525,060	37,766,671
Bank loan	......	500,000
Accts., etc., pay.	4,874,991	4,964,852
Taxes pay.	2,495,263	1,849,252
Total curr. liab.	7,370,254	7,314,104
Invent. res.	800,000	800,000
Note pay.	245,000	278,000
Mortgage pay.	250,485	475,571
Minority int.	118,801	125,232
Capital stock	17,269,588	17,269,588
Capital surplus	2,584,481	2,681,489
Earned surplus	9,886,451	8,822,687
*After depr. of	9,832,589	8,823,033
†Market value	3,165,590	2,588,235
Working capital	10,569,814	10,065,060

LAMSON MUNRO LIMITED

Suppliers of
PNEUMATIC TUBE SYSTEMS
INDUSTRIAL VACUUM CLEANING
PALLET LOADERS
VERTICAL FOOD CONVEYORS
AUTOMATIC VERTICAL CONVEYORS FOR MAIL DISTRIBUTION

Toronto, Canada

ROYAL SECURITIES CORPORATION
LIMITED

Business Established 1903
Offices in 13 cities from coast to coast

INVESTMENT SECURITIES

Government — Municipal
Public Utility — Industrial

Orders accepted for execution on all stock exchanges.

Current list of investment suggestions—bonds and shares—available on request

Montreal, Toronto, Halifax, Saint John, Quebec, Ottawa, Hamilton, Winnipeg, Calgary, Edmonton, Vancouver, Charlottetown, St. John's, Nfld.

53-8

Plumbers Parry Retailers By New Time Payment Plan

Canada's plumbing and heating contractors have launched a new time payment plan that should snag them new sales, better their competitive position with department stores, and bring a good number of people bathwater and heat in better style.

They have reached an agreement with Interprovincial Building Credits, the finance company owned co-operatively by the lumber and building material suppliers. The company will now discount customers' notes for the plumbing and heating contractors, who will buy shares in the company.

About $3 millions of business, at a minimum, is expected to be done the first year under the plumbing and heating plan. Total business of Interprovincial Building Credits, in the year ended Feb. 28 was about $6 millions. So the new move will increase its volume by at least 50%, it's expected.

Seek Renovation Trade

It isn't a plan for new houses, but is aimed primarily at renovation and modernization business.

Plumbers and heating contractors have been able to get pretty well all the business they can handle for a long while. But this is seen as changing, and the modernization trade will be welcome.

Competition from department and mail order houses in selling equipment is another big reason for the move.

• Plans are for loans from $100 to $2,000 for six months, 12, 18 or 24 months, with repayment in equal monthly installments.

To get the business, plumbers and heating contractors will have to subsidize the cost of the scheme. Annual carrying charge to the homeowner will be about 7.3%, it's estimated, but total cost to Interprovincial Building Credits will be about 2% higher.

The contractor will pay this by taking a lower price for the note when he discounts it. Idea is that he will get this back by getting prompt payment discounts from manufacturers of equipment. Cost of labor as well as materials will be covered by the plan. All work actually done by the contractor, whether literally plumbing and heating or not, is coverable.

Foresee New Business

Most of the business will be new, as finance plans by plumbing and heating contractors have been limited in scope to date, according to a trade association official.

The arrangements are between the National Association of Master Plumbers and Heating Contractors and Interprovincial.

Interprovincial Building Credits is financed by bank credit, share capital and 5½% debentures. Lumber dealers and others discounting notes must hold stock.

The company began operation about two years ago, has offices across Canada.

Sales Pick Up For Fraser Cos.

MONTREAL (Staff)—Demand for most products manufactured by Fraser Companies Ltd. has shown improvement over the last half of 1952 although not enough to permit full operation in mills producing pulp for market sales, shareholders were told at the annual meeting.

Madawaska paper mills resumed operations Jan. 2, Edmundston paperboard mill Jan. 5. Both have operated on the normal six-day week since. Pulp prices were said to be still unsatisfactory in relation to present costs.

Fraser Companies showed a net profit of $3,455,575 in 1952, down from $5,433,663 the previous year.

FIRE and TAXES!

The amount of fire insurance in relation to the value of property is a constant insurance problem.

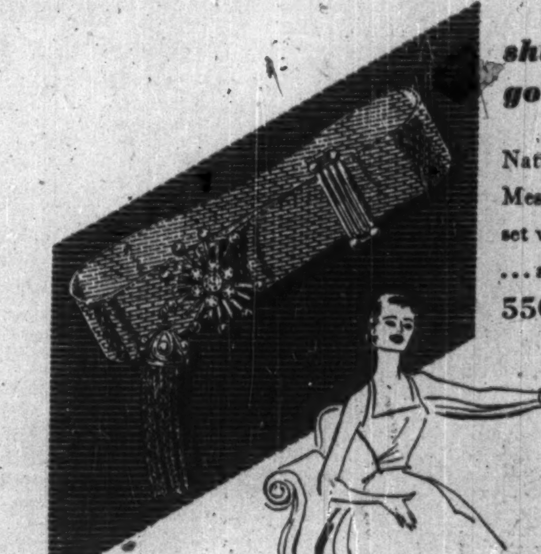
Taxes are often an important factor. For example, check these tax features: (1) The premium is a tax-deductible business expense. (2) On the other hand, the amount of an uninsured loss in excess of book value is *not tax-deductible.* (3) Insurance recovery in excess of book value is not taxable income if reinvested in similar property. *It may pay you to consult your lawyer about all tax aspects of your insurance coverage.*

Another factor favoring full insurance is inflation, which shrinks the value of capital funds. Some corporations today will not run the risk of being forced to deplete their capital funds to replace essential but uninsured property destroyed by fire.

Full replacement insurance may or may not be desirable. Let us help you analyze your situation and advise you as to the most efficient and economical coverage to fit your particular case. Simply write or phone—a representative will call—no obligation.

JOHNSON & HIGGINS
(CANADA LIMITED)
INSURANCE BROKERS—AVERAGE ADJUSTERS
MONTREAL • TORONTO • WINNIPEG • VANCOUVER
New York • Los Angeles • Philadelphia • Seattle • Chicago • Detroit
Pittsburgh • San Francisco • Cleveland • Buffalo • Havana

NEW *Spring* MATERIALS
for
Business
Leisure &
Formal
are now available
Lloyd Bros
69 KING ST. W., TORONTO



shimmering gold bracelet

Natural gold (10kt.)
Mesh Bracelet of new design,
set with seven diamonds
. . . adjustable.
55.00

BIRKS
JEWELLERS

1951 — 1952

TESTAMENTARY EXECUTORS AND TRUSTEES

BOARD OF DIRECTORS

Chairman of the Board: The Hon. E. L. Patenaude, Q.C., P.C.
President: Joseph Simard, D.Sc.C., O.B.E.
Vice-Presidents: The Hon. J. A. Brillant, C.B.E., M.L.C.; Count Cahen d'Anvers; J. Theo Leclerc; Eugene Poirier, N.P., D.U.M.
Directors: The Hon. Edouard Asselin, Q.C., M.L.C.; The Hon. Paul Henri Bouffard, Q.C., Senator; The Hon. Armand Daigle, Senator; J. C. H. Dussault, Q.C.; J. Emile Fortier, M.D.; The Hon. Wilfrid Gagnon, C.B.E.; The Hon. Col. Raoul O. Grothe, M.L.C.; J. Edouard Labelle, Q.C., O.B.E.; Rolland Prefontaine, C.E., D.Sc.; Count de Roumefort; J. Edouard Simard, D.Sc.C.; Lavery Sirois, N.P.
General Manager: Hubert Chretien, B.A., LL.L.
Secretary-Treasurer: Jacques St. Aubin
Quebec Manager: Henri de Cazes

	1951	1952
REVENUES	576,092	592,375
EXPENSES	385,211	369,806
OPERATING PROFITS	190,881	222,569
TAXES	73,451	102,588
NET PROFIT	117,430	119,981
EARNED PER SHARE	2.46	2.51
PAID	2.00	2.00
LIQUID ASSETS	10,722,465	11,038,828
MORTGAGES	1,331,803	1,404,760
SUNDRY ASSETS	381,132	321,211
CAPITAL & SURPLUS	1,919,091	1,943,572
GUARANTEED FUNDS Etc.	10,516,309	10,821,227
ESTATES, TRUSTS Etc.	149,185,695	159,855,521
ASSETS under ADMINISTRATION	161,621,095	172,820,320

QUEBEC OTTAWA WINNIPEG — ADMINISTRATION AND TRUST COMPANY — REGINA EDMONTON VANCOUVER

10 ST. JAMES Street • MONTREAL

A copy of the Annual Report will be supplied on request

Sandwell Here

By B. K. SANDWELL

MUCH OF THIS WEEK'S COLUMN is written in the state of mind produced by a lively attack of the prevalent form of influenza, a disease which causes no great amount of pain but plenty of annoyance and above all a great deal of depression. It is not exactly that I feel the world a more dreadful place than I did last week, but I feel myself less competent to stand up against it. I seem to myself to be in much the same condition as an oyster whose shell has suddenly disintegrated and left him exposed to the buffetings of the tide and the teeth of ravening enemies.

In this hypersensitive condition I find myself obsessed with the face of Mr. Malenkov, which stares at me from every magazine and newspaper that I pick up. It produces on me an effect not dissimilar to that which used to be produced by the face of Hitler. This is not, I say to myself, the kind of man that a great nation could possibly exalt to the position of supreme ruler if it were in a state of health. This is not, surely, even the kind of man that a dying supreme ruler could possibly select to be his successor.

I know very little about Mr. Malenkov, and if I did not have the influenza his pudgy features would probably worry me as little as they worry the great majority of us Canadians in our nice safe country so far away (except across the North Pole) from his territories.

But this is the face that will be plastered all over Russia and the satellites in 50-ft. enlargements. This is the face that will be borne on banners before Mr. Tim Buck and Mr. Salsberg every time they march in procession up to the platform of Massey Hall. This is the face that may ultimately launch a 100,000 jet planes for the final destruction of the enemies of Communism. It is the third of the Communist autocrat faces, and it is not unlike the faces of several of the more degenerate of the later Roman emperors. They were also worshipped, but their period was an unpleasant time in which to live.

When I recover I shall console myself with the fact that autocracy invariably degenerates, because it contains within itself no power of self-regeneration. But that is a long-term consideration, and at present I am entirely preoccupied with the fact that Mr. Malenkov does not look like a benefactor of the human race.

Our Dispassionate Past

WHEN PROFESSOR ARTHUR R. M. LOWER told the Book Week celebrants of Toronto at their Smith Literary Luncheon that a community with little thought for its past was also a community incapable of much thought for its future, he was uttering a truth which is perhaps more needed in Canada than anywhere else in the western world. For Canadians have about as little real, excitement-stirring interest in their past as any people in that vast area.

Why that is so is something of a mystery. It is certainly not wholly due to any lingering colonialism, any disposition to think of the Canadian past as merely a section of the past of an empire or even a commonwealth; that is a factor, but not the only one.

Another important but, I suspect, deeply unconscious one is indisposition to think of the Canadian present in any realistic manner — to think of Canada, that is to say, as a country, a people, a nation, in which Anglo-Saxon-Celt and French are for all-time bound together in a common destiny which they must realize together or not realize at all. That indisposition spoils both our approach to the past and our approach to the future.

Until very recently both English and French historians in Canada have been equally at fault in this matter. Both have written of the past of Canada as if it belonged wholly to the history of Britain or the history of France respectively, which it does not. The people of Canada are not British conquerors and French conquered. The Conquest was but one of the events which threw them together and linked their destinies. Another equally important one was the American Revolution, which practically obliterated the Conquest by compelling the conquerors to make such terms with the conquered as would hold them together against the onward march of republicanism and the wholly secular state.

A hundred years from now we may see that the rise of a great new, even more secular, and violently anti-religious state beyond our polar border almost two centuries later was a third event cementing yet more closely the peoples whom 1759 and 1776 united.

But only those who can see very clearly into our past can also see very far into the future.

The Kinks They Cause

THE STANDARD TIME SYSTEM, as we are constantly reminded, was initiated in Canada. I have an idea for another great reform of standardization which could be initiated in Canada, if only three or four of our leading book publishing houses, and perhaps the King's Printer at Ottawa, would take it up and do a little campaigning among their United States and British colleagues.

There is at present no rule, and no uniformity, about the direction in which the titles of books, on their backs and on their dustcovers, should run if they are not printed horizontally. Half of them run from top to bottom and half from bottom to top. I look at a single bookshelf in my study, and here is Pacey's "Creative Writing in Canada," dustcover, top to bottom; Pacey's "Canadian Writers," dustcover and binding, top to bottom; Royal Commission Studies (Massey Commission), dustcover bottom to top, binding top to bottom; Report of same Commission, paper binding, bottom to top; a lot of Penguins, paper covers, bottom to top; a lot of United Nations publications, top to bottom. The saddest case is the annual reports of the BBC, which are printed top to bottom in some years and bottom to top in others, which I suppose is indicative of the institution's passionate addiction to freedom.

I don't want a law on the subject, but couldn't publishers get together and agree that one of these ways, say top to bottom (which would have the authority of the United Nations), was correct, good style, Emily Post manners and all that, and that the other way was not so good? It would make libraries look a good deal tidier, and save much twisting of heads from tipped-right to tipped-left. And while the matter may not be very serious in the case of solidly bound books which can be stood on end, it is crucial in the case of pamphlets, which are best kept lying flat in piles. The present system means that if they are all laid so that their titles are legible, half of them will be one way up and half the other.

Human Nature Asks For Privilege

ONE OF THE THINGS that worry Socialists most is the fact that men and women—who are not for the most part so constituted by nature as to be perfect Socialists—have a powerful inclination to want to do things which will help their children to get along in the world.

One of the things that many of them want to do for their children is to provide them with more and better education than the state can provide for the entire juvenile population. This, to the egalitarian Socialist, is a completely improper objective. He cannot quite ignore the fact that even in the Socialist state some children will have to have more education than other children, but he is determined that the choice of the children to be super-educated shall lie with the state and not with the parents.

This is entirely reasonable from his point of view, because the state will theoretically see to it that the ablest children get the education best suited to their abilities, so that education will be distributed in the most efficient manner, whereas the parents want their little Johnny to be better educated than their neighbor's little Jimmie for no social reason at all, but simply because he is their little Johnny. The egalitarian Socialist wants education to be rationed like eggs and cheese, with the sole difference that, since the rations cannot all be the same (owing to the defect of nature in not making all children equally educable), the larger ration shall go to those whom the state picks as eligible for it.

So long as differences in income are tolerated (and even Russia has had to tolerate them on a very large scale to keep the economy going at all) it seems inevitable that some of the recipients of larger incomes will want to spend part of them on better education for their children.

In Great Britain they have been largely blocked in this ambition for the time being by the incorporation of the grammar schools into the state educational system and the distribution of admission tickets by state allotment, based on examination standing. The great "public" schools have so far escaped, to the deep annoyance of the egalitarians, who proposed in Parliament the other day that they also should be nationalized. The proposal failed for the moment, but I suspect that even if it should some day succeed, ambitious parents would still find some means of spending their own money for the exceptional education of their own children—unless ultimately the egalitarian state either prohibits that form of expenditure or sees to it that no parent has enough money to be able to do anything of the kind.

Meanwhile in Russia the Communist party—the tight and very hierarchical machine on which the power of the autocracy is based—is busy establishing itself as a hereditary aristocracy by the simple process of giving its sons and daughters access to educational privileges which are only rarely accessible to non-party members; and what started out in theory as an egalitarian state, and is still supposed by its outside admirers to be so, is fast becoming a system of beautifully organized and closely restricted privilege.

The idea that property and money are necessary as a basis for privilege is entirely mistaken; privilege can be based upon any form of power, and once it is securely based it has a strong tendency to become hereditary. It is simple human nature that the man who has privilege today wants his son to have privilege tomorrow.

Open Nominations For Can. Advertising Awards

Nominations for gold and silver medal awards of the Association of Canadian Advertisers are now being invited from advertising executives across Canada.

A panel of 10 top-flight Canadian advertising executives will meet in the middle of April to select winners. Deadline for filing entries is March 30.

The five annual awards are designed to recognize and encourage outstanding achievements by men and women in Canadian advertising. Presentation of the medals will be made in conjunction with the annual A.C.A. dinner, on May 8, in Toronto.

Defense Plant Rating Asked For Ford Workers

Ford Motor Co. of Canada has applied for classification as a defense plant so its workers may qualify to build, buy or rent homes under terms of the National Housing Act. Under the NHA, employees can arrange to pay building or purchase costs through payroll deduction.

Ford officials say they will also co-operate in providing information for municipalities planning to build houses for sale or rental under section 35 of NHA where cost is shared by the federal and provincial governments but point out that such schemes must be initiated by the municipality.

Commenting on Ford's new Oakville plant where such employee assistance may be needed, officials said so far only 457 Windsor employees had indicated desire for employment in Oakville and, of these, 197 were single men. They felt there would be no mass influx of workers into the immediate Oakville area and noted that nearly 2,000 Ford employees at Windsor now commute more than 15 miles to work.

Que. Power Cos. Press Appeal On School Tax

MONTREAL (Staff) — The nine Quebec power companies who are battling to have 1946-52 payments into the provincial Education Fund ruled deductible from federal taxable income last week filed an appeal with the Supreme Court of Canada.

Ottawa announced recently that these payments will be deductible from now on (The Financial Post, March 14). But the power companies would still like to get a favorable ruling on the previous years. At issue is income tax of $4,197,000 on $10,192,000 they paid into the Education Fund from 1946 to 1952.

The appeal lodged last week specifies only the income tax assessments for 1947 but is being regarded as a test for the other years.

The nine companies involved include: Shawinigan, St. Maurice, Northern Quebec, Gatineau, Ottawa Valley, Canadian Light & Power, Southern Canada, Maclaren-Quebec, and Saguenay.

Trend Is To High-Priced Cars At Toronto, Barometer City

A trend toward buying of high-priced cars has been developing in the Toronto area since the beginning of the year and is expected to expand as the spring car-buying surge gets under way.

Generally speaking, the change is caused by customers who have been buying middle-income-group cars but are now going after the top-price models.

The trend, dealers say, follows a pattern that has been developing in the U. S. for several years and has been held back here to some extent by a shortage of luxury-type cars. Some killings in recent fast-moving stock market action have spurred the trend.

The Toronto area is generally an accurate barometer of sales elsewhere in the country.

How Sales Are Going

Here's a brief look at sales this year for some of Canada's luxury-class cars:

Cadillac sales have been up in Toronto with dealers reporting most buyers as new customers, persons who previously bought in the upper-middle class range. Delivery lag of one to two months has prevailed since the beginning of the year but situation expected to improve; one result of this: an increase in demand for used Cadillacs.

Chrysler dealers report sales down slightly over the same period last year but this due to shortage of cars; demand is much higher. Delivery lag is approximately six weeks.

Lincoln demand so far this year is estimated to be double that for the same period a year ago though sales down somewhat because of a three-week strike in the U. S. plant supplying the Canadian market. The two-month delivery lag on new cars is normal with only one dealer in Ontario stocking Lincolns (others will sell them). Proportionately, Lincoln demand has not increased more than demand for lower priced Ford products.

Packard distribution to dealers in the Toronto area of '53 models in five months already outnumber total distribution of 1952 models. Shipments have kept up with demand with little delivery lag. Demand for all models has increased proportionately; Packard prices start at about $3,500.

Meanwhile, production of all cars is well up over last year. Total production of cars and trucks in Canada up to March 14 was 95,008 compared with 62,024 for the same period in 1952.

TO A $7000 MAN WHO NEVER HAD A CHANCE

A Word from The Wall Street Journal

You probably had chances. Every man does. But you didn't recognize them. Or you were not ready. Or you took the wrong chances.

Why not do something constructive about your problem? Lots of men are avoiding mistakes and getting ahead fast by following The Wall Street Journal get-ahead plan.

The plan is simple. You just read The Wall Street Journal every day and heed its warnings and keep your eye peeled for the opportunities it offers.

New inventions, new industries, new ways of doing business, new opportunities to get ahead—The Wall Street Journal is full of these things.

If you think The Journal is just for millionaires, you are wrong. The Journal is a wonderful aid to salaried men making $7,000 to $20,000 a year. It is valuable to the owner of a small business. It can be of priceless benefit to the ambitious young man who wants to win advancement and earn more money.

Because the reports in The Wall Street Journal come to you DAILY, you get the fastest possible warning of any new trend that may affect your business and personal income. You get the facts in time to protect your interests, or to seize quickly a new profit-making opportunity.

The Wall Street Journal is the complete business DAILY. Has largest staff of writers on business and finance. The only business paper served by all four big press associations. It costs $20 a year, but you can get a Trial Subscription for 3 months for $6. Just tear out this ad and attach check for $6 and mail. Or tell us to bill you. Address: The Wall Street Journal, 44 Broad Street, New York 4, N.Y. CFP 3-28

PUNCHES sheets and covers of any size or weight, quickly, accurately

BINDS up to 250 books an hour with colorful GBC plastic bindings

BIND THIS MODERN WAY right in your own OFFICE

Add prestige . . . color . . . attention-compelling appearance to reports, presentations, catalogs. GBC plastic binding equipment quickly . . . easily . . . economically binds pages of all sizes into handsome custom-made booklets. Pages turn easily . . . lie flat. New models cost less than a typewriter . . . save 50% over old-fashioned fastener-type covers.

SPECIAL OFFER Send today for your personalized plastic-bound portfolio-presentation . . . gives the complete application and cost story . . . a wealth of timely information for the busy executive. No obligation.

General Binding Corporation (Canada) Limited, Dept. FP-3, 855 Eastern Ave., Toronto 8

Profitable Operation Requires Adequate Capital

Capital requirements of corporations usually change with business conditions. Plant expansion, modernization of existing plant or more working capital often mean more profits.

We shall be pleased to discuss, without cost or obligation to you, methods of providing additional funds for your particular need.

DOMINION SECURITIES GRPN. LIMITED

Underwriters and Distributors of Investment Securities since 1901

TORONTO MONTREAL NEW YORK LONDON, ENG. WINNIPEG CALGARY VANCOUVER VICTORIA LONDON KITCHENER BRANTFORD HAMILTON OTTAWA QUEBEC HALIFAX SAINT JOHN

50 King Street West, Toronto, Canada

YOUR PRINTING is best produced in Canada's number one printing plant

We offer a top-notch sales staff who can capably interpret and advise on your printing — dependable delivery schedules — competitive prices with consistent high quality

MACLEAN-HUNTER Commercial Printing Division

Toronto EM. 3-5981 • Montreal UN. 6-9841

INTESTINAL FORTITUDE?

Building and equipment must have the guts to stand up under today's production pressures. This intestinal fortitude can only be built in during the period of construction, therefore careful checking at this stage is vitally important to future operation.

- On buildings, WARNOCK engineers sample and test cement, inspect materials, structural steel, brickwork, etc. and generally supervise construction, their engineering skill and knowledge assuring maximum internal strength.
- On equipment, WARNOCK inspectors and expeditors check and test parts, and supervise assembly and shop testing at point of manufacture. Defective items are eliminated and an OK'd unit is delivered to the purchaser . . . delivered on schedule too—thanks to careful expediting.

Contact our nearest office for full details of WARNOCK services.

CHARLES WARNOCK & COMPANY LIMITED

Inspection *Testing* *Expediting* *Appraisal*

Sydney, New Glasgow, Saint John, Montreal, Toronto, Hamilton, Peterboro, Welland, Winnipeg, Calgary, Vancouver

WHAT WAS YOUR DIVIDEND INCOME IN 1952?

The Financial Post Corporation Service

1952 DIVIDEND RECORD

has the answer!

This authoritative reference booklet is an indispensable guide in preparing income tax returns. It gives a record of each individual payment made by Canadian public companies throughout the year 1952 as illustrated in the sample entry below. Shown for each company are the classes of stock outstanding; the annual rate of dividend payments (where applicable); frequency of payments; the amount of each periodical payment, including extras; the payment date, record date, and (for listed stocks) the ex-dividend date. There is also, for comparative purposes, the total of payments made in each of the two preceding calendar years.

SAMPLE

Amount $	Payable or paid	Record Date
Canadian Cottons Ltd.		
6% c pf ($20) Rate $1.20 pa Q		
0.30	Jan. 2/52	Dec. 3-xd 30
0.30	Apr 1/52	Mar 4-xd 1
0.30	Jul 2/52	Jun 12-xd 11
0.30	Oct 1/52	Sep 12-xd 11
Paid: 1951—$1.20; 1950—$1.20		
Common (np) Rate $2.80 pa Q		
0.70	Jan 2/52	Dec 3-xd 30
0.70 + 0.50	Apr. 1/52	Mar 4-xd 1
0.70	Jul 2/52	Jun 12-xd 11
0.70	Oct 1/52	Sep 12-xd 11
Paid: 1951—$2.80 + 0.50; 1950—$2.80 + 0.50		

INDIVIDUAL COPIES

Individual copies of this valuable permanent record of 1952 dividends may be ordered now at the rate of $2.00 for one copy and 50 cents for each additional copy.

YEAR-ROUND SERVICE

For those who require continuous dividend information, The Financial Post Corporation Service Dividend Record may be secured on a subscription basis at the moderate rate of $20.00 a year. With this service you receive each week a record of dividends which have been declared during the preceding week, and each month a cumulative booklet which brings together in one place all payments made or declared in the current year to date. If you subscribe now, you will receive one copy of the 1952 complete edition as part of your service and may order extra copies at the special subscriber rate of 50 cents each.

ORDER FORM

The Financial Post Corporation Service,
481 University Ave., Toronto 2. Date ....

(1) Please enter my subscription for the Dividend Service for a period of one year at the rate of $20 per year, and send me ...... extra copies of the 1952 annual edition at the subscribers' rate of 50 cents per copy. I enclose cheque for $ ....

(2) Please send me ...... copies of the 1952 annual edition only at the nonsubscriber rate of $2.00 for one copy and 50 cents for each additional copy. I enclose cheque for $ ....

Name ....

Address ....

FERMAC·PRINTERS
FERMAC·PRINTERS
FERMAC
FERMAC
FERMAC·PRINTERS
FERMAC·PRINTERS
FERMAC
FERMAC
FERMAC

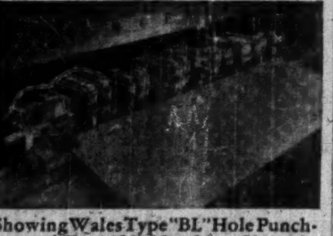
FAST PRINTING SERVICE EM.4-3878

HOW TO CUT TOOLING COSTS WITH WALES

PUNCHING & NOTCHING EQUIPMENT

● Hole punching and notching may be accomplished in the same operation on both stamping presses and press brakes. Wales independent, self-contained units which hold the punches and dies in permanent alignment permit set-ups to be made outside the press and placed on press bed reducing expensive press "down-time" to an absolute minimum. Die sets are not necessary with Wales self-contained Units.

Write for fully-illustrated, functionally colored catalogs TODAY.



Showing Wales Type "BL" Hole Punching and Type "N" Notching Units in a combination press brake set-up for punching and notching mild steel up to 1/8" THICK.

A stamping press set-up of Wales Type "CJ" Hole Punching and Type "NJ" Notching Units for punching and notching mild steel up to 1/4" THICK.

Wales Type "HS" Units in a stamping press set-up for punching mild steel up to 3/4" THICK.

WALES-STRIPPIT
OF CANADA, LTD.
356 Sherman Ave., North
Hamilton, Ontario

Home Buyers' 'Dept. Store' Encourages Public To Build

From Our Own Correspondent

VANCOUVER — Are prospective home owners looking for help in planning and signing up for their dream homes, and will they respond to an offer of assistance from the building trades?

The answer, believes the Vancouver Building Contractors Association, after its first glance at a unique experiment, is "yes." Here's why:

Close to 3,000 people showed up for opening day of the association's new building centre in Vancouver to take a look at the place where they could browse through a display of interior materials and get help on plans, contracts, building details and down payments.

The opening-day visitors saw more than 60 materials, all in use, in an ultra-modern office showroom designed to show how a wall covering or floor tile would look in the home.

After a brisk start (three or four couples arranged for homes to be built) trade settled down to between 300 and 400 people a day (the centre is open nights) for the first week (March 9-14).

This is what the association offers:

—A consultation room, done in 13 different materials, with two telephones, where a prospective home builder can talk over his problems with an association consultant, study the materials (each wall, ceiling is different). He can pick up the phone and talk to a supplier about the material. The association will tell him where to phone, advise him on prices, specifications, even mortgages.

—A projection room with three-dimensional slides of new homes, so the visitor can get an idea how a plan would look when the house is built.

—A display of house plans from members of the Architectural Institute of B. C. The plans can be bought for $25 each, including six working drawings, architect's specifications and contract form to sign with the builder. If changes are wanted, the architect will make them and charge by the hour for the work. The plans are channeled through House Plan Agency Ltd. approved by the architects, are checked by the agency and conform to NHA specifications.

The association didn't miss any bets when it set up the centre. It's got electric heating panels, different fixtures, a folding door, a variety of desks and counters, contour chairs.

If the visitor wants to close a deal, he's given an association booklet listing the member builders, sub-trades and suppliers and left alone to make the choice.

And if something goes wrong and there's a dispute, the association has a grievance committee of members to hear the trouble and try to straighten it out.

Idea for the centre came out of a desire to get a better liaison with the public, and to cut down the grief over "fly-by-night" operators. Charles H. Thorn, executive secretary of the association, had for years been handling complaints about the fly-by-nights, usually passed on by the Better Business Bureau. "I knew there was a need for some place where the public could get reliable information, before signing a contract that would present trouble later," says Thorn.

"People are frankly at sea when it comes to arranging for a house to be built. Young people with enough money for a down payment don't know where to start. At the centre, we can tell them what they want to know, and they can choose a reputable builder. They're assured of a square deal.

"What we've got is an information centre and showroom where the public can see 62 different materials in place instead of looking at just a sample."

The centre idea took some selling at first before it started rolling. The association put up $1,000 for the cost of labor. Then the suppliers and manufacturers donated $8,000 worth of materials. An existing business building, about the size of a moderate home, was rented. Actually, it cost the association finally about $1,200 to get the donated materials in place.

In return for the materials, the suppliers got the right to place their literature in the centre and get credit in each room for the materials used. The association got a slick new office and a place where members could meet.

Planned for the future is an extra display area for home appliances and the like, because that's what the first visitors suggested.

But the big project is a subdivision plan that would carry the centre idea a step further. The association is working on a scheme to build 23 new homes on a five-acre tract in a choice residential district. Each home would have a separate architect, builder, sub-trades and supplier. The finished homes would be on display with plans available for $25. It's an attempt to establish a relationship between the architect and the contractor.

Volume sale of a set of plans at a low price, says Thorn, would allow the architect a return. Mortgaging is available and the association hopes to be ready to roll soon.

Transcona Rejects Committee Stand On Assessments

From Our Own Correspondent

WINNIPEG — The suburban municipality of Transcona has rejected the recommendation of the provincial-municipal relations committee which in its report to the Government (The Financial Post, March 7) took a stand against fixed assessments.

The town recently made an agreement with Griffin Steel Foundries Ltd., Chicago, which is building a $3 million plant in Transcona for manufacture of railway car wheels.

Subject to approval of ratepayers the council agreed to give the company a fixed assessment of $125,000 for the first 10 years of its operation. The bylaw was submitted to vote early this month and of 1,403 who voted only 13 opposed the bylaw. Seven ballots were spoiled and 1,383 voted for the bylaw.

The provincial-municipal relations committee recommended that the authority under which municipalities can now grant fixed assessments should be repealed and that no fixed assessments be allowed in the future. It went so far as to say there should be some interference with those already granted.

"Fixed assessments which have been granted in the past," its report said, "and which therefore are a commitment under which individuals and firms are entitled to depend should be allowed to continue, although if the arrangement extends more than five years, it should be reconsidered with a view to eliminating any inequities resulting from it."

Wherever fixed assessments have been made, they have been agreed to by the municipality either under prescribed procedures in the Municipal Act or the relevant city charter. In some cases fixed assessments have been set by agreements ratified by the Legislature.

2 STOREYS . . . OR 32

You'll save time and money with . . .

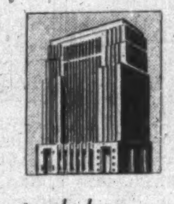
ROBERTSON Q-FLOOR

Robertson Q-Floor is a load-bearing, cellular steel sub-floor, so strong and light that it can save 20% to 35% in the weight of structural members and foundation. It is designed to meet ALL load and span requirements.

Q-Floor units are welded to the steel framework of a building as fast as the structural steel goes up. Q-Floor does NOT increase the total cost of a building, but DOES increase its investment value and earning power.

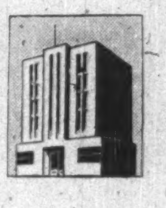
No building with Q-Floor can ever become electrically obsolete, electrical maintenance is low.

Everything about Q-Floor works to save you time, money, trouble. So, whether you are putting up 2 storeys or 32 . . . or are adding new height to an old building, it will pay you to get ALL the Q-Floor facts. Ask your architect or nearest Robertson-Irwin representative.

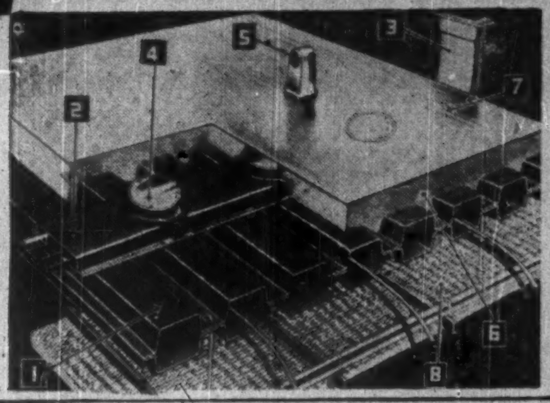


Q-Floor best for large buildings
Q-Floor is in the towering Bank of Nova Scotia Building, Toronto. Architects: Mathers & Haldenby, and Associates—Beck & Eadie—and in many other large Canadian buildings.

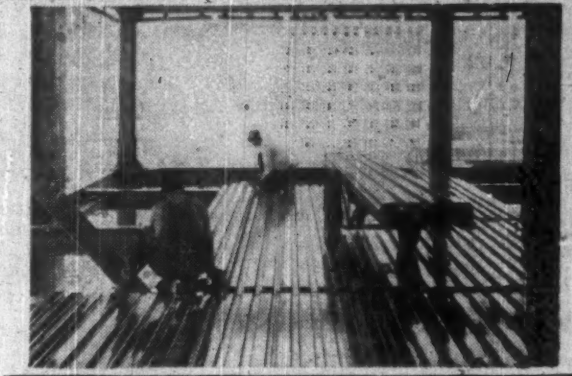
. . . best for smaller buildings, too
Q-Floor speeds up construction in smaller buildings. Gets tenants in faster. Ideal when the plan is to ADD STOREYS to an old building because Q-Floor is both strong and light.



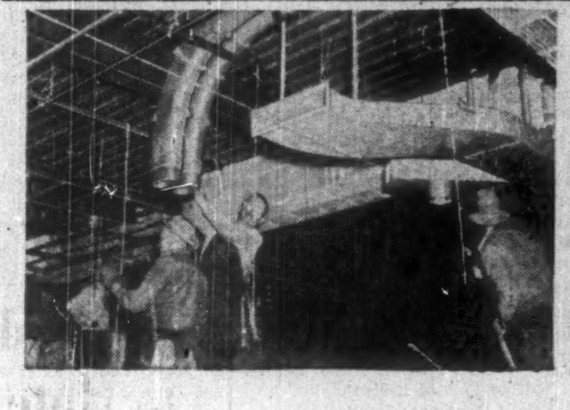
made by
ROBERTSON-IRWIN LIMITED
Manufacturers of the famous insulated exterior Q-Panel
Sales Offices:
MONTREAL TORONTO HAMILTON EDMONTON
Western Canada Representatives: WESTERN BRIDGE & STEEL FABRICATORS LTD., VANCOUVER, B.C.
C. W. CARRY LTD., EDMONTON, ALBERTA



What Q-Floor is: Diagram shows construction: (1) Each cell is a raceway for electric wiring. (2) Raceway carries wiring across into cells, to and from (3) telephone cabinet. (4) Junction units give access to Q-Floor wiring. (5) Telephone outlet is easily, quickly moved. (6) Concrete fill (usually 2½") can be covered with any floor surface material. (8) Suspended ceiling.



Q-Floors save time. Two men can lay 32 square feet of Q-Floor in one-half minute. Construction is faster than conventional methods. Building can be occupied by tenants 15-20% sooner. Pipes, ducts, and ceiling hang from floor. No pre-set inserts required.



Q-Floor is modern construction. Other trades are not delayed. Q-Floor provides an immediate working platform with no temporary planking necessary. Bad weather cannot cause floor delays because Q-Floor is dry, clean construction. There is no danger of construction fires, for Q-Floor is non-combustible.

53-1N

Sask. Govt. Wool Firm Shows Loss

The Saskatchewan Government's woolen mill at Moose Jaw, Saskatchewan Wool Products, suffered a net loss of $144,614 in 1952, according to the annual report tabled in the legislature.

Cumulative operating deficit (the mill has been operating seven years) was $523,216 at the end of 1952.

Total revenues were $371,168. Manufacturing costs were $47,272; administration and selling expenses $76,560; depreciation and deferred charges written off, $34,479.

The company had stocked a large amount of raw materials in anticipation of two federal defense orders, the report said. The second order didn't come through and due to a drop in wool prices, inventories with which the company was left, had to be written down $60,000. Production was restricted to blankets, car robes and blanket-type cloth.

Operations were hampered considerably by world conditions in the textile industry, the report noted. There has been increasing competition from all sources, both within Canada and elsewhere, for the amount of business available, it said.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

INTERPROVINCIAL UTILITIES LTD., Ottawa, net loss and deficit for 1952 was $5,854. Net profit in 1951 was $5,261.

It was considered wise to maintain gas prices at present levels in view of prices of competitive fuels, reports President Allan T. Lewis.

There has been no change in the situation concerning supply of natural gas, says the president. Company expects definite action will result from hearings by the Alberta Conservation Board this spring.

INCOME ACCOUNT

Years Ended Dec. 31:	1952	1951
Oper. profit	$59,328	$73,649
Less: Adm. & gen. exp.	51,870	53,037
Add: Invest. inc.	8,609	9,853
Net earnings	16,267	30,465
Less: Deprec.	22,121	24,194
Inc. tax	......	1,010
Net profit & surplus	*5,854	5,261
*Net loss & deficit.		
Earned per Share and Dividend Record:		
Common	d$0.042	$0.038
None paid.		

CONDENSED BALANCE SHEET

As at Dec. 31:	1952	1951
Cash & govt. bonds	$160,789	$162,106
Investments▲	158,751	127,086
Accts. rec., etc.	33,674	32,489
Inventories	57,043	66,317
Total curr. assets	410,257	387,998
Def. chgs.	4,870	4,687
Fixed assets*	345,840	365,124
Total assets	760,967	757,809
Total curr. liabs.	80,902	65,264
Capital stock	597,344	597,344
Capital surplus	87,725	86,160
Earned surplus	●5,004	9,032
*After deprec. of	63,399	42,056
▲Mkt. value	156,450	116,250
●Deficit.		
Working capital	329,355	322,734

ST. MAURICE POWER CORP. net profit of $196,453 for 1952 was 31.8% higher than 1951 net of $149,015.

INCOME ACCOUNT

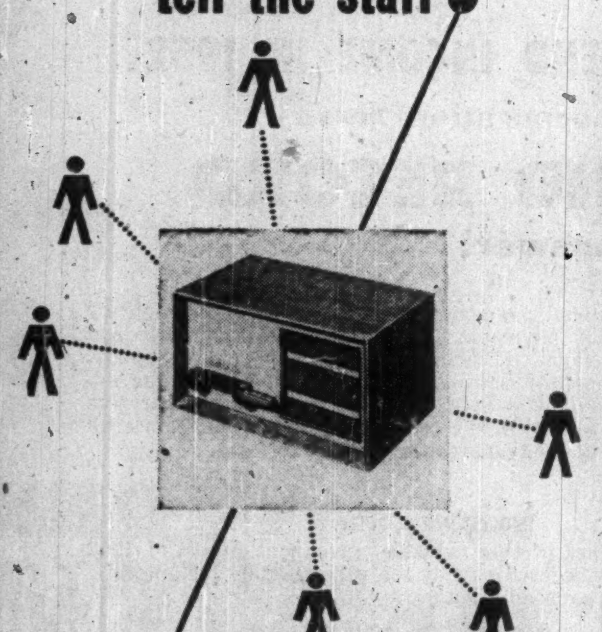
Years Ended Dec. 31:	1952	1951
Gross revenue	$1,924,758	$1,852,883
Less: Oper. exp.	732,701	695,768
Oper. profit	1,192,057	1,157,115
Less: Bond int.	386,604	396,500
Deprec.	331,000	331,000
Income tax	278,000	280,600
Net profit	196,453	149,015
Less: Dividends	150,000	100,000
Surplus for year	46,453	49,015
Times Bond Interest Earned:		
Before deprec.	3.08	2.92
After deprec.	2.23	2.08
Earnings per Share and Dividend Record:		
Cl. A & B	$1.96	$1.49
Paid	1.50	1.00
†Includes $1.00 applicable to 1947.		

CONDENSED BALANCE SHEET

As at Dec. 31:	1952	1951
Cash & call loans	$309,770	$601,331
Mkt. secs.	598,393	138,922
Accts. rec.	170,498	170,034
Total curr. assets	1,078,661	910,287
Misc. assets	147,007	133,583
Bond disc. & exp.	1,026,564	1,096,527
Fixed assets	16,259,209	16,263,064
Total assets	18,511,441	18,403,461
Accts. & tax. pay.	270,951	266,230
Bond int. accr.	94,876	96,651
Total curr. liabs.	365,827	362,881
Deprec. res.	3,763,143	3,434,496
Funded debt	11,677,000	11,895,500
Capital stock	2,500,000	2,500,000
Surplus	205,471	210,584
Working capital	712,834	547,406

TOWN OF GRIMSBY, Ont., has sold $49,000 5% 10-year debentures to Gairdner & Co. at 101.53 for an effective cost of 4.70%. Proceeds for public school purposes.

tell the staff



with WEBSTER ELECTRIC Teletalk intercommunication

Teletalk Intercom conserves your most valuable asset — TIME — Smart as modern furnishing . . . compact . . . costs no more! Teletalk is an indispensable aid to the busy executive working in the stepped-up tempo of business today!

DOMINION SOUND EQUIPMENTS LIMITED

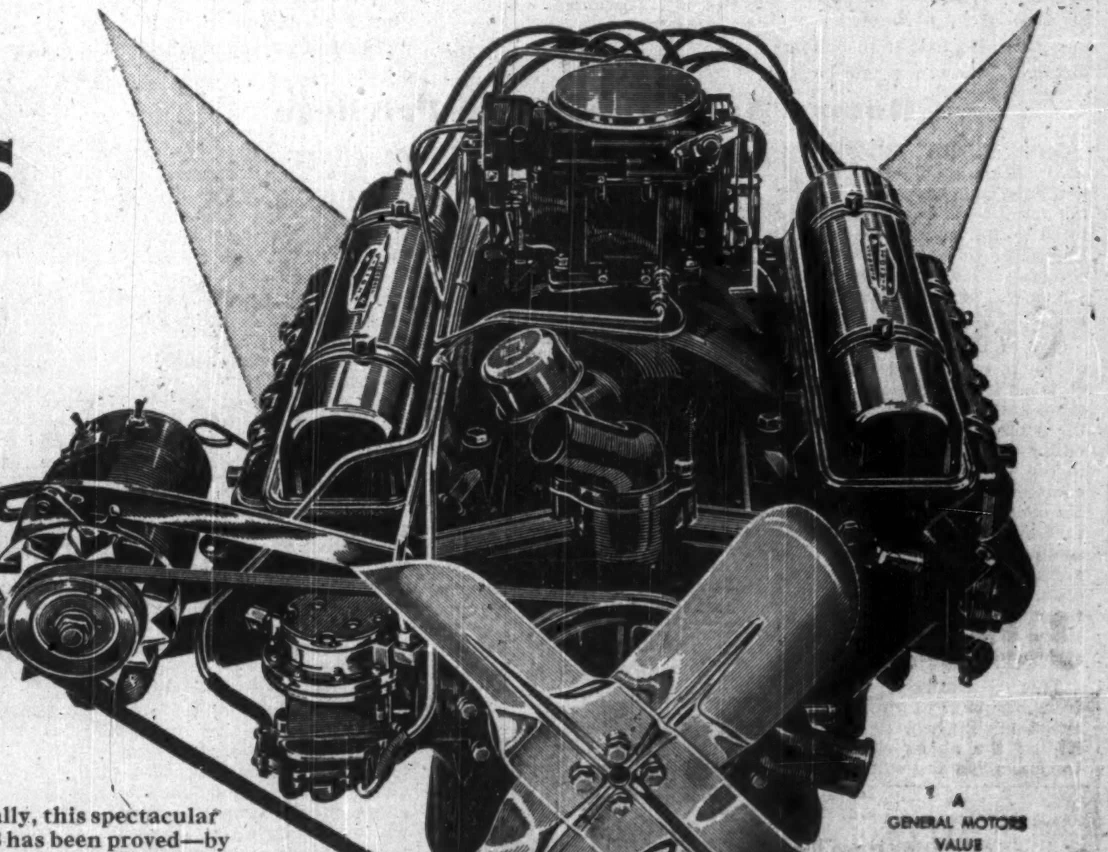
HEAD OFFICE: 4040 St. Catherine Street West, Montreal.
BRANCHES AT: Halifax, Saint John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Regina, Calgary, Edmonton, Vancouver.

Please forward data — Advertising Department, Dominion Sound Equipments Limited, 4040 St. Catherine St. West, Montreal, Que. DS-53-17

NAME
COMPANY
ADDRESS
CITY

World's newest V8

with a million miles behind it



HERE, in literal fact, is the most advanced V8 engine ever placed in a standard-production automobile.

It is the first such V8 to reach an 8.5 to 1 compression ratio, and the first, with a dynamic flow muffler that cuts power loss to zero.

It is the first V8 to utilize vertical valves together with a 12-volt electrical system instead of the usual 6. It is also the first designed with new "T" type intake manifold to replace the "Y" type conventionally used in V8s.

It is, quite simply, the first V8 *Fireball* Engine—the engine that brings electrifying performance to the greatest Buicks in fifty great years—the engine that powers the 1953 Buick Roadmaster with 188 hp, and the 1953 Buick Super with up to 170.

Naturally, this spectacular new V8 has been proved—by eight years of developing, testing, improving, perfecting—and more than a million miles of driving through desert, mountains, cities and plains. Only then did Buick engineers mark it: *Released for production.*

But these hard-to-please engineers gave these Golden Anniversary Buicks far more than new power.

They gave them, too, a still finer ride, more superb comfort, new braking power and handling ease—and a sensational new Twin-Turbine Dynaflow Drive* that adds new quiet and whip-fast getaway to absolute smoothness.

Nothing, we believe, will do more justice to your automobile dollars—or to your love of magnificent motoring—than a visit to us right now.

A GENERAL MOTORS VALUE

THE GREATEST **BUICK** *IN 50 GREAT YEARS*

*Standard on Roadmaster, optional at extra cost on other Series

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

SEE YOUR LOCAL BUICK DEALER

Some New Tariff Tangles In Making

Power Shovels, Machinery Motors, Farm Truck Tipping Gear

OTTAWA (Staff)—Numerous Canadian firms, both big and small, using imported machinery (or making it) are affected by decisions which have been taken in Parliament and by the Tariff Board:

—One Tariff Board decision affects about $150 millions' annual imports.

—A last-minute government change of mind denies Canadian manufacturers of electrical motors of extra protection they asked, and may have important consequences over a wider field.

—A new addition to the free list removes protection from Canadian hydraulic hoists production and offers the customs people a plentiful new source of headaches.

Here are the main developments:

1. "A class or kind made in Canada." Imported machinery not provided for specifically under separate items is dutiable under one of the parts of Item 427. Under the main item it comes in at a duty of 22½%. Under 427a it pays only 7½% provided it is "of a class or kind not made in Canada."

The argument is about how to determine what is and is not of a class made in Canada; and a test case on the point arose out of a complaint to the Deputy Minister of Customs and Excise by Dominion Hoist & Shovel Co., a subsidiary of Dominion Engineering Ltd.

It concerned power shovels. The Customs Department had been ruling that power shovels with a nominal dipper capacity of more than 2½ yards were of a class not made in Canada. The company argued that "a class or kind not made in Canada" could only mean a class of machinery, and that it could not be further broken down. Power shovels, it said in essence, were a class of machinery made in Canada, and therefore any imports of power shovels—of whatever size or type—were dutiable at 22½%.

The Tariff Board rejected this argument in an essentially legal argument saying the Customs authorities had "acted within their powers."

But it did not say that the Department's classification was unchallengeable on a factual basis, "does not suggest that nominal dipper capacity is necessarily the only basis on which power cranes and shovels could or should be classified; nor that the precise classification presently established by the Department is necessarily correct . . ."

The way is thus left clear for Dominion Hoist, or any other manufacturer of machinery, to come back to the Board and challenge the particular basis of classification used by National Revenue.

Dominion Hoist has 30 days in which it may apply for leave to appeal the Tariff Board ruling to the Exchequer Court.

2. Electrical motors and other "attachments" on imported machinery.

This case concerns the question whether electrical motors or other detachable parts form part of one entity for customs purposes or whether they form a separate entity liable to a separate rate of duty.

While the test case arose over electric motors, the same principle could be of quite wide application. Motors which are definitely "built-in" are not affected, only when they are bolted or welded on, and could be detached, or replaced by motors made in Canada.

Customs practice for a long time was to charge separate duty on electric motors of this detachable kind. But four or five cases went up to the Tariff Board (of which the last concerned motors on fork-lift trucks), and the Board ruled that the motors were part of the one entity (e.g. a fork-lift truck) and should be dutiable only as part of it. The Tariff Board's argument was that the purchaser bought from abroad one piece of machinery to do one job. It was pointed out, for example, that the starting-motor on an imported automobile is detachable, but no one has ever suggested that it should pay duty separately.

As a result of rulings contradicting prevailing practice, National Revenue applied to the Tariff Board for an opinion in principle about how attached electric motors on imported machinery should be treated. One hearing was held before the budget, and Finance Minister Abbott promised to ask for an amendment that "machinery shall not include motive power which, when detached from the machine, will operate."

Only after this had been announced did the Departments of Finance and National Revenue realize that the proposed wording did not mean what it said nor say what they meant, also, that machinery imports under item 427 and 427a were bound under GATT, and that the effect of the proposed resolution would certainly be to impose (contrary to GATT) a higher rate of duty.

The Government withdrew the resolution; a second Tariff Board hearing was set for April 23.

3. Hydraulic Hoists for Farms. The policy of giving free entry to the machinery used by farmers has long been accepted, and is now well embedded in the tariff (item 409). But the hydraulic hoists represent a new feature. Nearly all the other free items under item 409 are pieces of machinery which have no use except on the farm. But a hydraulic hoist (or tipping-gear) on a truck (made in Canada by at least two firms) is used by many people besides farmers.

Now this gear is duty free "for use on the farm for farm purposes only." Strictly, therefore, a farmer importing the tipping gear for his truck duty free may not, for example, drive to the local elevator with it, may not use it to pick up and transport gravel. It must be for "farm purposes only", and "on the farm."

This is the first innovation of a new kind of tariff item. It offers duty-free entry to an article in general use, but not for the general users.

According to the strict terms of the new law, duty-free entry is allowed only to a man who will undertake never to take his truck off the farm and never to use it for any purpose which is not "a farm purpose."

Tariff on Anti-Freeze Base Boost for Home Producers

The Canadian Tariff Board ruling on the touchy ethylene glycol situation has cleared the picture considerably for domestic producers. From now on importers of so-called mixtures of ethylene glycol (anything under 95% pure) will be faced with a 20% tariff.

"We are naturally pleased with Ottawa's decision," an official of one of the manufacturing companies told The Post. "But, of course, this has just been one part of the bigger over-all tariff question which still faces Ottawa—the need for a protective tariff on all imports of ethylene glycol."

Ottawa will not consider the bigger question now because of GATT commitments extending until the end of 1953.

Two Canadian manufacturers—Dow Chemical of Canada and Dominion Tar & Chemical Co. (to come into operation shortly)—together have a productive capacity of around 70 million lbs. a year, about in line with Canada's current annual consumption rate. But as is the case in nearly all chemical operations imports have a much more than proportionate adverse effect on costs and earnings. Last year, for instance, some 37 million lbs. of ethylene glycol—or half of total Canadian consumption rate—came in free from U. S. This knocked production rate down around 50% at the big multi-million dollar Sarnia plant of Dow Chemical.

Canadian Costs Higher

"We are paying considerably more for our refinery gases (raw materials) than our large-scale competitors in U. S.," the chemical spokesman stated. "At the same time, Canadian anti-freeze makers are being given a 20% protective tariff. We don't think it fair that we, the manufacturers of the basic ingredient that goes into the anti freeze, are not permitted some protection."

"We don't think we're getting our fair share of the consumer dollar being spent on permanent type anti-freeze," another chemical man said. "What's more we think anti-freeze prices are more apt to go down than up, from here."

The application to exclude mixtures from free entry now granted ethylene glycol when used exclusively for anti-freeze was made by Dow Chemical Co. The Tariff Board has ruled that no product which is less than 95% pure will be regarded as ethylene glycol by tariff officers. It was argued by National Carbon Ltd. that in the trade the term ethylene glycol is used to describe products of a purity at least as low as 90%.

Price Spread Review

The Board has yet to complete its examination of the price spread between glycol mixtures and anti-freeze as sold in cans to the motorist. A second spot-check on price spreads is now nearly completed, and another public hearing will have to be held.

The main impression left by the price checks already made is the very wide variation as between different parts of Canada, but between different retailers even in the same city. This suggests that the Board will not be able to reach any general conclusion that the price spreads on anti-freeze are excessive as compared with other products. But its findings will not be completed for some time yet.

CITY OF WOODSTOCK, Ont., has sold $225,026.33 4½% 10-year debentures to Gairdner & Co. at 101.41 for a cost of 4.20%. Proceeds for local improvements, purchase of an industrial site and improvements to sewage disposal plant.

CPR Asks Major Revisions On Rate Equalization Plans

MONTREAL (Staff)—Canadian Pacific Railway is asking for some exceptions to the general principle of freight rate equalization laid down in a Board of Transport Commissioners judgment last December.

Some of the points raised by CPR as Board hearings got underway in Victoria last week are in sharp conflict with the Board's judgment on which interested parties are now being given a chance to air their views. That judgment — which laid down a uniform scale of mileage class rates to be effective Jan. 1, 1954—was not intended to be final and is subject to changes following representations which the Board is now inviting as it moves across the country holding hearings in main centres from west to east.

Main points raised by CPR are:

1. Break-up of large eastern rate groups is "seriously questioned." This was proposed by the Board "to give various shipping points the benefits of their geographical locations."

At present, rates from all points in the area bounded by Sault Ste. Marie, Sudbury, Capreol, Windsor, Montreal and Quebec City to points in Western Canada have been the same.

CPR points out that industries have grown up in various cities within this big group knowing that their transportation costs to the west would be competitive with those of producers elsewhere in the group. Breaking up the group would destroy that relationship; for instance, it would become more expensive to ship between Montreal and the west than between Toronto and the west. This is an example, claims CPR, of where "freight rates should be shaped to suit the existing economy. No indication has yet been forthcoming that the hardship and disturbance to trade and commerce that would result would be balanced by benefits to be received elsewhere."

2. Commodity rates should not be raised to offset any cuts in revenue that might result from uniform class rate scale.

Class rates, the highest in the whole rate schedule, are applied on traffic that can move freely under them, CPR notes. But commodity rates are lower to assist traffic that will not move under class rates. The Board said that equalization of freight rates should not result in a reduction of railway revenues but CPR feels that any class rate revenue losses that might result should not be offset by raising the general level of commodity rates (equalization will, of course, produce many adjustments—some up, some down—within the commodity rate scales).

In addition even if commodity rates were boosted to offset any such losses, equalized commodity scales could not be put into effect until some time after the equalized class rate scales were ready; in the interim, the railways would suffer.

CPR feels, therefore, that either each category of rates should be adjusted to produce revenue results equivalent to those it now yields or that equalization should be delayed until the whole plan has been set up.

3. Customary differentials should be retained in setting water-rail, rail-water and all-water rates. These are added to or deducted from all-rail class rates for carriers under the Board's jurisdiction.

The Board ruled that its scale setting out a new percentage relationship between first class and other class rates (second, third, etc. are expressed as a percentage of first class) should be used in calculating these differentials. CPR points out, however, that this would mean higher differentials throughout all classes below first and thus provide a greater advantage to the water lines as against the all-rail routes.

Canadian Pacific also notes that, on the basis of preliminary tests, application of the uniform scale of mileage class rates as the Board outlined in its judgment would actually cut annual revenue by over $4 millions. It points out, however, that every adjustment made as a result of the Board's cross-Canada hearings will change the revenue picture.

CPR summed up its views as follows:

"Equalization, applied where reasonably possible without major disturbance to the economy of Canada, will be beneficial to the nation . . . however, in some circumstances freight rates should be shaped to suit the economy rather than that the economy, which is itself far from uniform across Canada, should be subjected to strain by the application of too rigid a pattern of equalization."

COMPANY REPORTS

WESTBEL PRODUCTS LTD net profit of $1,434,927 for 1952 was 15.4% higher than 1951 net of $1,240,360.

Sales increased 13.7% over 1951, reports President E. S. Sargeant. High level of industrial and construction activity, and record agricultural crops, all served to create good demand for company's products.

Capital expenditures in 1952 totaled $930,000. Major item, some $700,000, was spent on extension to company's Toronto plant, increasing floor space by 50%. With production under way in the new building, renovations and improvements are being carried out in the old plant.

Full depreciation for tax purposes will be taken in 1953 on all capital expenditures incurred in 1951 and 1952. No depreciation was provided on these items in either of those years.

Demand for company's products in continuing strong, says Mr. Sargeant. Many items of raw materials will remain in short supply during first half of 1953, but indications are that most of them will come into balance during the second half. Galvanized sheets, one of company's most important requirements, is expected to be scarce throughout the year.

"It is anticipated that our shops will continue to be busy and our operations profitable throughout 1953," says the president.

INCOME ACCOUNT

Years Ended Dec. 31:	1952	1951
Gross profit	$4,534,829	$4,068,331
Net earnings	3,193,958	2,867,030
Less: Deprec.	230,066	255,805
Bond interest	521	1,979
Income taxes	1,595,000	1,410,000
Add: Prof. on sale of assets	66,576	41,114
Net profit	1,434,927	1,240,360
Less: Divds. paid	661,303	637,659
Surplus for year	773,624	602,701
Earnings per Share and Dividend Record:		
Common*	$3.04	$2.62
Paid (new)	1.00+0.40	1.00+0.25

*Based on 472,604 com. shs. after 4-for-1 subdivision on July 24, 1950.

CONDENSED BALANCE SHEET

As at Dec. 31:	1952	1951
Cash	[illegible],675	$302,954
Accts rec., less res.	2,928,627	2,431,065
Due from employees	115,964	......
Inventories	4,136,359	4,100,303
Total curr. assets	7,184,623	6,834,322
Misc. assets	59,190	37,143
Fixed assets*	2,950,790	2,250,[illegible]
Total assets	10,194,614	9,121,988
Bank o'draft	202,410	......
Bank loan	134,700	......
Accts., etc., pay.	1,245,391	1,242,143
Taxes pay.	1,[illegible]2,076	1,053,336
Total curr. liab.	2,665,077	2,295,479
Pension res.	86,172	76,718
Funded debt	......	50,000
Capital stock	1,450,000	1,450,000
Capital surplus	500,000	500,000
Surplus	5,523,365	4,749,741
*After depr. of	3,810,327	3,712,779
Working capital	4,519,546	4,538,843

COMPANY REPORTS

CORPORATE INVESTORS LTD. net profit of $251,790 for 1952 was 8.7% higher than 1951 net of $231,639.

Company's income has shown satisfactory increase in both total income earned and amount available for dividends, reports President W. D. Glendinning.

Market value of company's investments at year-end was $1,540,590 or 38% greater than cost. Of fund's total assets, 68% were invested in common stocks, 24% preferred; 6% government and municipal bonds and 2% corporation bonds.

INCOME ACCOUNT

Years Ended Dec. 31:	1952	1951
Total revenue	$295,100	$274,658
Less: Admin. exp.	34,294	31,110
Taxes	9,016	11,909
Net profit	251,790	231,639
Less dividends	246,605	240,114
Surplus for year	5,185	*8,475

*Deficit.

Earnings per Share* and Dividend Record:		
Cl. A & B	$0.26	$0.24
Paid	0.25	0.25

*Based on average outstanding shares calculated from dividends paid.

CONDENSED BALANCE SHEET

As at Dec. 31:	1952	1951
Cash	$51,576	$90,924
Accts. rec.	7,147	......
Accr. int. rec.	3,012	3,267
Invest. at cost less res.*	4,096,558	3,996,528
Total assets	4,158,393	4,090,719
Taxes, etc., pay.	4,825	5,700
Dividend pay.	69,593	78,460
Capital stock	496,716	490,375
Cap. red. reserve	3,516,776	3,452,098
Earned surplus	70,483	64,086
*Market value	5,637,249	5,716,816

Magnesium

The No. 1 Growth Metal Industry

- The Paley Report on U.S. metals has stated that by 1975 it is expected that the increase in use of magnesium will be greater than for any other metal. Increase in demand of 1845% is indicated.
- "Magnesium has reached a major turning point . . . Magnesium's availability, lightness and strength in evolving alloys must lead it to parallel aluminum." "Fortune"—January, 1953.

Dominion Magnesium Ltd. and its wholly owned subsidiary, Light Alloys Ltd. have had over ten years' experience in mining and fabricating magnesium and its alloys in Canada. They are currently producing an ever-increasing range of magnesium alloys and have gained valuable experience through manufacture of castings for jet engines and other aircraft components. In our opinion this company is in an exceptional position to benefit from the important growth trend in magnesium.

Write for our newly prepared bulletin. There is no cost or obligation.

Gairdner & Company Limited

320 Bay Street, Toronto

EMpire 6-8011

Montreal Quebec City Hamilton Calgary

Kitchener Kingston London New York City

Invest in

CANADA PERMANENT

SHORT TERM DEBENTURES

3¼% FOR 1 YEAR

3½% FOR 2 YEARS

3¾% FOR 3 to 10 YEARS

Issued in amounts from $100 to $100,000.

Canada Permanent Debentures are favoured by individuals and institutions requiring safety and good interest return.

CANADA PERMANENT MORTGAGE CORPORATION

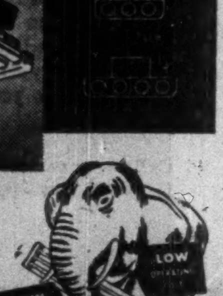
320 BAY STREET AT ADELAIDE, TORONTO

Assets exceed $100,000,000.

Established 1855

"JUMBO-STRIP" Slimline

GEARED TO FLEXIBILITY . . . EFFICIENCY & EASE OF MAINTENANCE



JUMBO-STRIP—A Wilson precision engineered fluorescent Slimline fixture consisting of a super-rigid channel, heavy-duty sockets, no starters and sixteen combinations, including necessary accessories.

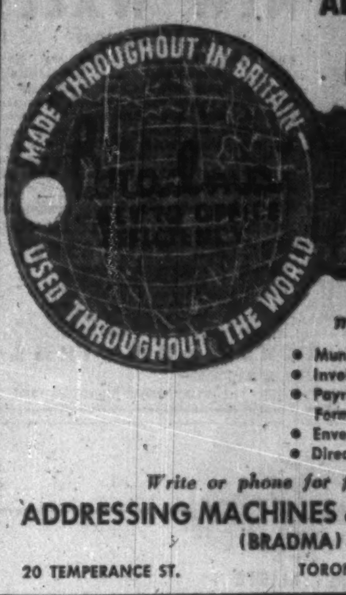
Write to-day for catalogue Section 9.

THE NAME IN CANADIAN LIGHTING

J. A. WILSON LIGHTING & DISPLAY LTD.

280 LAKESHORE ROAD, TORONTO 14, ONT. PHONE BElmont 1-4191

ADDRESSING MACHINES AND BUSINESS SYSTEMS



Opens the door to mechanised writing of:

- Municipal Assessment Rolls and Notices
- Invoice and Statement Headings
- Payrolls, Time Cards and Production Forms
- Envelopes, Labels, Strip Listing
- Direct Mail

Write or phone for full information

ADDRESSING MACHINES & BUSINESS SYSTEMS (BRADMA) LTD.

20 TEMPERANCE ST. TORONTO EMPIRE 6-6281

Mining Corporation of Canada, Limited

A study of the current position of this successful investment and exploration company has just been completed by us.

Copy on request

Greenshields & Co

Members: Montreal Stock Exchange
The Toronto Stock Exchange
Montreal Curb Market

507 Place d'Armes, Montreal, 1

IN THE RURAL WESTERN MARKET

1st AND FOREMOST

The Free Press Weekly Prairie Farmer has eighty-one years of continuous publication in Western Canada—the oldest Farm Paper published in this field.

The Free Press Weekly Prairie Farmer has more subscribers from the Great Lakes to the Pacific Coast than any other Farm Paper in this area—88% on rural routes and in towns under 2500 Population. *

The Free Press Weekly Prairie Farmer combines top-ranking readership with the lowest milline rate of any Farm Paper in North America.

The Free Press Weekly Prairie Farmer carries each year a greater total volume of advertising, display and classified, than any Farm Paper in North America—unqualified recognition of its top-value leadership.

* TOTAL NET PAID CIRCULATION 394,475

(ABC Audit Report for 12 months ending June 30, 1952)

Over and above its Western circulation of 280,766, the Free Press Weekly Prairie Farmer has a circulation of 113,709 in Ontario and Eastern Canada—all included in the one low rate of $1.35 per line.

FP 5303

Free Press Weekly PRAIRIE FARMER

PUBLISHED BY THE WINNIPEG FREE PRESS COMPANY LIMITED, WINNIPEG, CANADA

NEW WALLS

AT SMALL COST

For over forty-five years we have studied, developed and scientifically applied wall renovating processes to suit every conceivable type of decorated surface, and have successfully served thousands of homes and institutions. Examine your walls now, make a note of those needing attention, then phone or write for further information and descriptive folder.

← Note before and after renovation. INVESTIGATE BEFORE REDECORATING

WE RENOVATE BY SPECIAL PROCESSES

WALLPAPER ... OF EVERY DESCRIPTION
PAINTED SURFACES ... FLAT OR GLOSS
COTTONED CEILINGS ... AND WALLS
BLENDED OR ... TINTED SURFACES
ENAMELLED WALLS ... AND WOODWORK
GLAZED OR ... IVORY FINISHED WALLS
CHURCH ... AND THEATRE DECORATIONS
STUCCO ... AND CAENSTONE SURFACES
ACOUSTICAL SURFACES ... ALL TYPES
LINCRUSTO ... AND LEATHERETTE PAPERS
PAINTINGS MURALS ORNAMENTAL WORK
DECORATIONS OF EVERY DESCRIPTION

IN HOMES CHURCHES BUILDINGS

A. TEOLIS LIMITED

OFFICES & LABORATORIES, 4 COLLIER STREET, TORONTO. PHONE PRINCESS 1467

MUIRHEAD FORWARDING LIMITED CANADA

SPECIALISTS
IN CONSOLIDATING AND SHIPPING
LESS THAN CARLOAD SHIPMENTS
THROUGHOUT CANADA

Our Export-Import Services Extend Throughout the World

MUIRHEAD FORWARDING LIMITED

TERMINAL BLDG. TORONTO EM. 4-3387

For Further Information
Please contact your closest local representative

In Newfoundland—St. John's, Cornerbrook. In Nova Scotia—Sydney, C.B.I., Halifax, Truro. In New Brunswick—Moncton, St. John. In Quebec—Montreal, Victoriaville. In Ontario—Toronto, Hamilton, Waterloo, Stratford, Owen Sound, Fort William, Kirkland Lake. In Manitoba—Winnipeg. In Saskatchewan—Regina. In Alberta—Calgary, Edmonton. In British Columbia—Vancouver. In England—London and Liverpool

The Forwarding Company that Works With You and For You

what is *your* record?

What is *your* investment record over the past year? Did *your* investment funds produce the best possible results?

Why not visit, phone or write our nearest office. We think we can be of service.

Burns Bros. & Denton

LIMITED

MEMBERS: The Investment Dealers' Association of Canada
Private wire system to New York and branches in Canada

TORONTO OTTAWA WINNIPEG MONTREAL

Affiliated with:

BURNS BROS. & COMPANY
Members: The Toronto Stock Exchange
Toronto Ottawa Montreal

BURNS BROS. & DENTON, INC.
Investment Dealers
New York

Revolution At The Movies

What's Ahead in Three-Dimension Pictures, Television

How is the motion picture industry doing in Canada today? What competition does it face from television? What new developments are in the making? R. W. Bolstad, vice-president, and treasurer of Famous Players Canadian Corp. Ltd., which does 46% of movie theatre business in Canada, dealt with these questions in an address to an investment group in Toronto recently. The article which follows is based on his remarks.

By R. W. BOLSTAD

Canada's motion picture industry which, in 1951, became for the first time a $100 million business is currently undergoing something of a revolution.

Three main developments are involved: television; three-dimensional movies; and the growth of drive-in theatres. The net result should be a growth in the industry even more impressive than we have experienced over the last 20 years. In this period, per capita expenditures on movies in Canada have more than doubled, from $3.77 in 1930 to about $8 in 1952.

Let's examine the new developments.

First, the most exciting: three-dimension movies (3/D in the trade). These have proven a tremendous box-office stimulant wherever they have been shown.

Currently, Famous Players expects to have, for showing between now and fall, at least 10 of these new movies, which give depth and shape to the current flat picture. Fifty F-P theatres across Canada are now being equipped to present them. First presentation is expected some time after the middle of April.

The first public demonstration by 20th Century Fox who have developed CinemaScope, is taking place in Hollywood this week. CinemaScope is a wide screen development which, combined with an augmented sound system gives the motion picture a quality of size and scope which it has not heretofore enjoyed.

Cinerama, another technique, has been in existence for some time, but up to now only in New York, where seats are selling eight weeks in advance. This method, however, is very expensive to operate and its future will probably be limited to a single theatre in each of the largest cities.

Television Competition

Now for television. Growth of TV has, of course, forced some theatres to close in the United States and probably will do so in Canada.

But TV is only one cause of these theatres closing. In most cases, these were obsolete theatres that had been operating under difficulties for some time. TV competition was the last straw for them.

In Canada, there are some theatres similarly situated. It is likely they will be the first to feel the effect of TV competition.

Apart from this situation, however, the industry is doing much to combat TV competition and to use TV to its advantage.

In the United States now, 110 theatres in 62 cities with seating capacity of nearly 250,000 are equipped for TV.

For some years, Paramount, parent company of Famous Players has been interested in TV. Long before World War II, Paramount had been successfully operating a station in Chicago and has been the leader in providing full-screen TV in many theatres. Paramount has a substantial interest in Chromatic Tubes, which will show both color and black and white TV with the same tube also has an interest in the DuMont Laboratories and the DuMont TV network.

Pioneers in Canada

Famous Players pioneered in the television field. We built and operated the first mobile TV unit, and through a closed circuit we are able to present on the screen of the Imperial Theatre in Toronto a telecast of a local event within a few seconds of its actual occurrence. Our equipment was leased by several firms at the Canadian National Exhibition and was demonstrated before television broadcasting had started in Canada.

When the CBC invited applications for TV station licenses we were among the first to apply for such a license in the Toronto area. Last year we renewed our application. We have the money, the site for a transmitter, experience in bringing the Canadian public what it wants to see — an experience which goes back for a third of a century. At considerable expense we have trained several technicians sending them to Chicago and New York and paid the high cost of their experiments.

CBC recently announced that several new fields were open for applications for TV stations from private enterprise. In association with local interests, we have filed an application for a license to operate a TV station in Quebec City and, in the same manner, we've applied for a license in Kitchener. Our fate will be decided this month.

Drive-In Trends

Finally there is the trend in drive-in theatres.

This new form of motion picture entertainment has grown rapidly, because it meets a public demand. Among other things they solve the baby-sitter and car-parking problems.

There are more than 5,000 of them in operation in U. S. today and this year there will probably be more than 200 in operation in Canada.

The seats lost by the closing of theatres in the cities has been more than made up by the seats gained through the Drive-In Theatres.

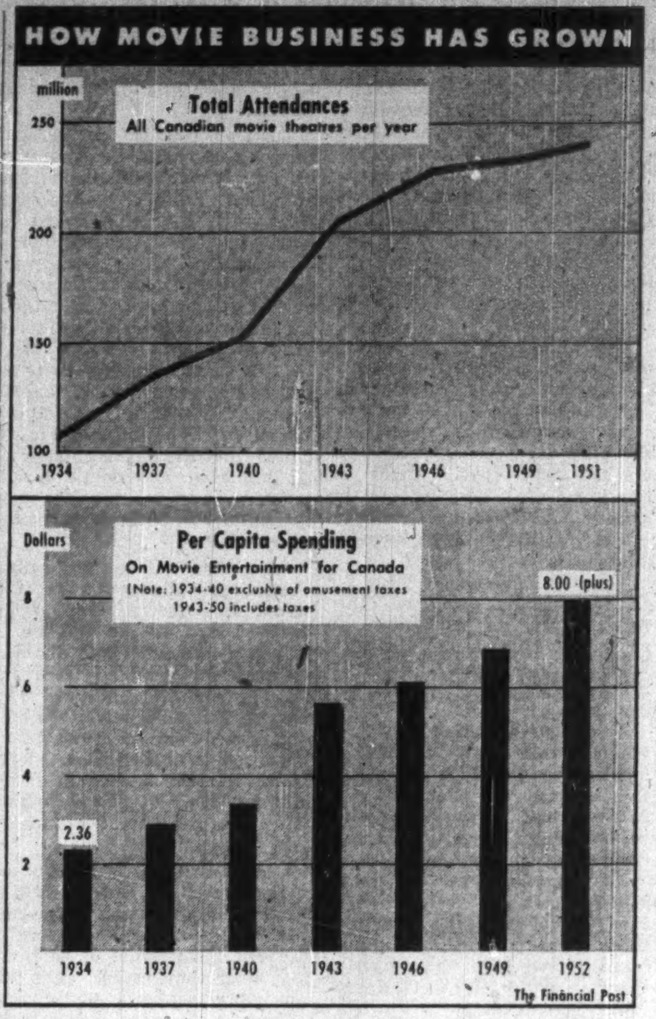
Drive-In Theatres follow the trend of moving into the outskirts where new centres of population are springing up. In doing this they are following Loblaws, Dominion Stores, A & P and the race tracks.

Industry on The March

The three new mediums of presenting motion pictures which I have briefly mentioned above indicate that the motion picture theatre is going to become a place of greater challenge and interest to the amusement-loving public.

The industry is again appearing as an institution on the march. Moving pictures, as we know them today, are going to be changed and improved — improved in a manner that will give them greater stature, power and scope. The result will be a medium that will have a new freshness and appeal and will permit both spectacular effects and dramatic power that never was previously possible.

It would be foolish to prophecy as to just what process will eventually become the standard for the industry — a standard will, of course, have to be decided upon — but whatever that standard becomes the screen which we know today will break out of the confining strait jacket in dimensions and proportions in which it has so long been held, and in these new dimensions and proportions the industry faces a bright and inspiring future which we believe will bring to it a still more commanding position with the amusement seeking public.



DUNHAM

vari-vac differential heating

St. Stanislas Church, Montreal. Architect: J. Hervé Tardif. Heating Contractor: E. Lefrançois.

Instantaneous response to outside weather changes.

Convenience of centralized operation.

Automatic compensation for heat loss.

Heat supply and demand perfectly balanced.

Send for free Bulletin 509. Tells you of the operation of this amazing system—how it can be fitted exactly to your needs. Write for your copy.

gives greater comfort all year round... in every type... every size... building

Cuts fuel costs up to 40%. With this amazing precision temperature control system you can count on big fuel savings! The Dunham Vari-Vac* Differential Heating System is regulated so that heat supply and demand are always in perfect balance. Sub-atmospheric steam continuously flows through the system at pressures that vary with outside weather, to maintain uniform inside temperatures—regardless of rapid or frequent outside weather changes. This gives you comfortable temperatures—all the time—without any overheating that will cause the waste of valuable fuel dollars!

Sized to suit your needs—in new or existing buildings. Several different control systems are available, depending on the degree of control desired. But no matter what system you choose—whether it's a simple, manually operated job or a fully automatic installation—you can be sure of getting maximum fuel economy and comfort—regardless of size, type, age or the location of your building.

*Variable Vacuum

C. A. DUNHAM COMPANY LIMITED

1523 Davenport Road, Toronto

Sales Offices from Coast to Coast

In U.S.A.: C. A. Dunham Company, Chicago 6. In England: C. A. Dunham Company Limited, London.

heating systems and equipment

Vari-Vac Differential Heating • Convector Radiation • Baseboard Radiation • Fin-Vector Radiation
Vacuum Pumps • Condensation Pumps • Horizontal Unit Heaters • Vertical Discharge Unit Heaters
Cabinet Heaters • Traps • Radiator Valves • Pressure Reducing Valves

5215

For extra income and extra peace-of-mind, let Investors Mutual take care of your investment program.

The one simple step of purchasing Investors Mutual shares makes you a part owner of more than 100 of Canada's finest securities. In addition, you have the satisfaction of knowing that your interests are being constantly guarded and supervised by experts.

You receive your dividends quarterly—or they may be automatically reinvested at no cost. At the same time you enjoy the opportunity to make handsome capital gains.

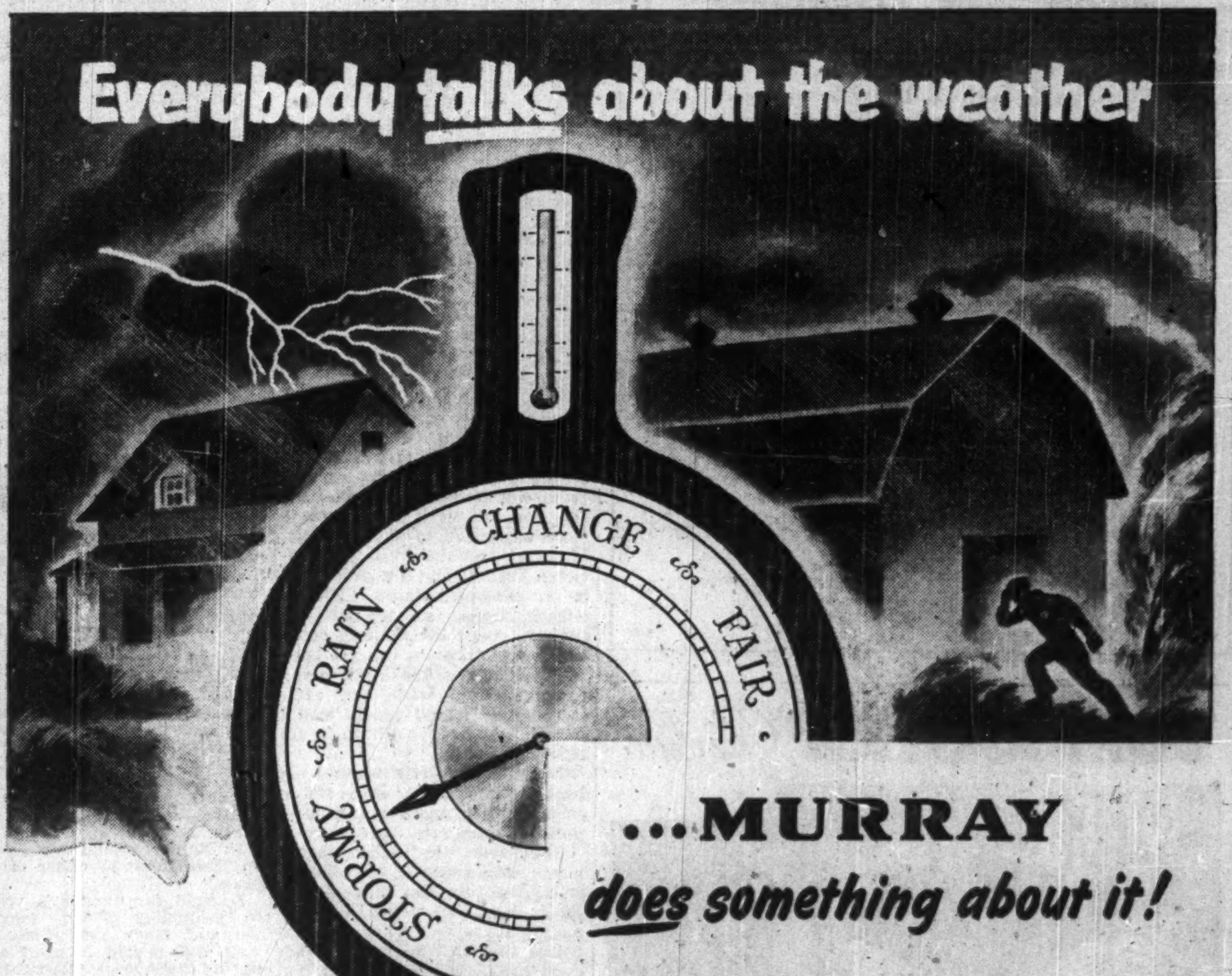
Whether your investment fund totals $300 or $30,000 (or more) put it to work in Investors Mutual—Canada's fastest growing Mutual Fund. Contact your local **Investors Syndicate** representative—today.

Managed and Distributed by Investors Syndicate of Canada Ltd. Representatives from coast-to-coast

CAN YOU RESIST TEMPTATION?

When everything seems to be running smoothly, it's terribly tempting to relax. That's when your competition gets the jump with a better product or a lower price. Let's say that the quality of your product depends on cutting oils, process aids, lubricants or even greases. Are you sure they are doing the best job at the lowest possible cost? Why not get an outside viewpoint? Sun will tell you without obligation.

Industrial Products Dept.
SUN OIL COMPANY LTD.
TORONTO AND MONTREAL



...MURRAY

does something about it!

Dominion Bureau of Statistics Building, Ottawa, Ont. Another outstanding example of an Alexander Murray Registered Roof installation.

Pounding hail and sleet, and pelting, drenching rain. There are many descriptive words for damaging elements, but to DO something about the weather calls for a foolproof, weatherproof roof that will withstand the worst that the weather has to offer. Such is a Murray Registered Roof . . . supervised, registered under a Guaranty Bond, and regularly inspected free of charge to save you trouble and expense through the years.

Call on our nearest office without obligation for information, free inspection and recommendations.

MURRAY
Registered Roofs

MRR-48-53

Alexander MURRAY & Company LIMITED

HALIFAX • SAINT JOHN • MONTREAL • TORONTO • WINNIPEG • VANCOUVER

Division of DOMINION TAR & CHEMICAL COMPANY LIMITED

Coronation Amnesty For Non-Lifers?

The Question: What are your comments on the scheme under discussion for Coronation year amnesty for prisoners not serving life?

While all respondents to this week's question by The Post distinctly veer from the lex talionis, most think Coronation year and clemency don't necessarily mix.

Rather than granting outright amnesty, why not take this year of "power, justice, equity and mercy" to review the whole penal system and some facets of the administration of justice, ask some. Most suggest that any amnesty coincidental with the year should be granted on a basis of good behavior and be guided by the best interests of society.

Others, believing that incarceration aims at reform rather than the eye-for-eye idea, feel that the Coronation offers real opportunity toward that end and would grant amnesty where reasonable time had been served and rehabilitation evidenced.

DAVID ARCHIBALD, Executive Director, Alcoholism Research Foundation, Toronto.

Releasing prisoners because of the Coronation is as sensible as releasing them because it happens to be Dominion day or some other occasion for major celebration. The idea is ridiculous. Penal institutions are for the protection of society and the rehabilitation of prisoners. Commitment, confinement, release and rehabilitation should be carefully planned progresses based on principles designed to accomplish these purposes.

Release without proper planning defeats the purpose, however notable the occasion. Constructive action for commemorating the Coronation would be to inspect closely and overhaul the present system. We can assume that the existing policies could be improved considerably.

* * *

PROF. C. J. BITTNER, Dept. of Political Economy, University of Western Ontario, London.

I consider it silly sentimentality and I would emphatically say no. There is no magic in the Coronation that would transform a criminal into a law-abiding citizen.

* * *

A. L. DAVIES, General Manager, Kingston Whig-Standard, Kingston.

A qualified amnesty for certain classes of prisoners would be a useful and welcome Coronation year gesture. But any such amnesty should be carefully designed by the law enforcement authorities so that only prisoners believed most unlikely to repeat their crimes would be released; other prisoners might have parts of their sentences varied from one month to six months remitted.

* * *

J. ALEX EDMISON, Q.C., Assistant to the Principal, Queen's University, and Executive Consultant, John Howard Society of Ontario, Kingston.

Coronation amnesty for Canadian prisoners who have good institutional behavior records would be a fine thing. This is especially so as regards the inmates of the federal penitentiaries who have co-operated in such splendid fashion with the new deal program of Commissioner R. B. Gibson.

* * *

C. A. EDSON, Manager, Better Business Bureau Inc., Winnipeg.

The sceptres presented to the Queen at the time of her Coronation are symbolic of power and justice, equity and mercy. It is the function of the judiciary to determine the degree of punishment to be meted out once culpability has been established. Assuming that the trial judge has acted fairly how can any scheme involving amnesty be reconciled with a ceremony which invests the Queen with powers of justice and equity? Any such proposal would appear to negate one of the essential functions of our judicial system.

* * *

J. R. FLUMERFELT, President, Jr. Chamber of Commerce, Calgary.

The battle of ideals is being fought this Coronation year. Shall it be government by force or government by law? Queen Elizabeth, when crowned, will rule by virtue of the law of free people, she will symbolize the moral conscience of British tradition and represent the dignity, justice and integrity of law to the Commonwealth as tangible evidence to all the world of the humanity behind our law.

I would recommend limited amnesty by reduction of all sentences but criminal cases. However, let us be just before we are generous. Practical experience indicates that amnesty will not correct but will in fact bonus crime and create a greater threat to personal property. All penalties must be recognized by those who break the laws that preserve our freedom.

* * *

REV. K. M. GLAZIER, Minister, Glenview Presbyterian Church, Toronto.

A more extensive system of parole is to be preferred rather than any general amnesty for Coronation year. Reform Institutions Minister Foote of Ontario last week indicated in the legislature that prison terms were meted out one in every 113 in Ontario but one in every 2,348 in Britain, which indicated there are too many in prison now

The aim of the prison is not primarily to punish but to reform an individual and then restore him to society as a useful citizen. Any amnesty that is granted should be for good conduct while in prison, but parole and probation rather than amnesty should be the guiding principle.

* * *

DR. L. W. GOLDRING, Principal, Duke of York School, Toronto.

I do not believe that this suggestion is in keeping with the ideals and traditions of the Coronation. By it, an offender in the spring of 1953 would incur practically no penalty. The unfortunate criminal of 1952 or 1954 would serve a jail term. Such a result seems more in keeping with a lucky number program than with the administration of justice. There would appear to be better methods of impressing the religious significance and solemn dignity of this ceremony upon our nation's youth.

* * *

PROF. C. E. HENDRY, Director, School of Social Work, University of Toronto.

Coronation is no time to substitute sentimentality for sound common sense. Prisons are maintained to protect society and penal programs are developed to rehabilitate the prisoner. The arbitrary release of prisoners on compassionate grounds without rigorous assessment of each individual involved is sheer folly. If constructive action in celebration of the Coronation is desired let the provinces of Canada inaugurate a modern probation and parole system such as exists in British Columbia and is being actively considered for Ontario. This is how the V.O.N. came into being on the occasion of the Diamond Jubilee of Queen Victoria.

* * *

J. E. HUDSON, Judge of Juvenile Court and Member of the Board of Governors, King's College, Halifax.

Amnesty is defined in the Oxford dictionary as a general pardon of past offenses by the ruling authority. I cannot feel that when persons have been found guilty of violating our laws and committed to reformatories, jails, prisons, prison farms and penitentiaries by lawful authority that such sentences should be remitted unless approval of at least the presiding judge and the Minister of Justice has been given to such pardon.

This brings up whole subject of commitments to institutions. For many years I have felt that judges should only have the responsibility of determining guilt or innocence of accused and that sentence to be imposed should be determined by competent board of experts who would have sufficient time to make a thorough study of the case of the individual whose guilt has been determined and whose decision would be based on both the best interests of the prisoner and the welfare of the community.

* * *

P. A. G. MacKay, Publisher, The Casket, Antigonish, N.S.

I oppose the amnesty idea except perhaps for first offenders jailed for less serious crimes or those with truly extenuating circumstances. But why free convicted rapists because of the accident of Coronation? There is no connection between the two events. The mercy and good justice of the Crown are equally valuable. Would released prisoners be appreciative? What would be the wisdom of releasing even 100 persons likely to prey again on society? If some gesture is desired why not double family allowance cheques for May or June? This would be more likely to impress the importance of Coronation on the greatest number.

* * *

JOHN MORAWETZ, General Manager, Hamilton Carhartt Co., Toronto.

We must bear in mind the twofold purpose of our legal system when imposing longterm prison sentences. Firstly, to punish the person for a crime committed and secondly, to prevent the individual from endangering the normal life of fellow citizens by continuing in criminal activities. The Coronation year seems to be a good opportunity for granting amnesty to those prisoners who had proven good faith and who may reasonably be expected to have mended their ways of life after having served at least one half of their allotted sentence.

* * *

REV. J. R. MUTCHMOR, Secretary, Board of Evangelism and Social Service, United Church of Canada, Toronto.

I generally favor occasional leniency periods of amnesty such as the proposed Coronation plan. I think prisoners sentenced for crimes due to violent temper fights and brawls should have preference over those of proven criminal traits, especially preference over repeaters. I firmly believe the Canadian penitentiary system to be steadily improving and advocate support of only such amnesty plans as favored by General Gibson and his senior staff, including Remissions Branch experts.

* * *

SENATOR A. W. ROEBUCK, former Attorney-General of Ontario, Ottawa.

I am in favor of releasing prisoners whenever it can be done in good judgment in each individual case with due regard to its effect on the prisoner and to the well-being of the community. I am opposed to keeping anyone in jail for one hour after his release can be justified, but clemency should be thoughtfully exercised, as a serious and important responsibility, and no occasion of public rejoicing could justify a wholesale delivery for the mere purpose of making whoopee. If our excellent remission service will carefully select those whose conduct and circumstances entitle them to consideration, there could be little objection to timing their release to the Coronation of a humane and kindly Queen.

Standard Life Assurance Company

Alfred Lloyd Penhale, President & Managing Director, Asbestos Corporation, Ltd., whose appointment as a director of the Canadian Board of the Standard Life Assurance Company has been announced.

ST. HYACINTHE, QUE. has sold $385,000 3½% bonds due March 1, 1954-63, and $390,000 4% due 1964-73, to Banque Canadienne Nationale, Desjardins Couture Inc., Mills Spence & Co. and Savard Hodgson & Co. at 95.31. Net cost 4.437%. Proceeds for various public works, purchase of equipment, etc. Net funded debt at Dec. 31, 1952, $4,285,575; population in 1952, 20,649.

EXECUTORS AND TRUSTEES FOR OVER HALF A CENTURY

Investments and Leisure...

Let us take over your Investment worries. We shall be glad to explain how we can provide many valuable services in the handling of your securities, mortgages and real estate.

Ask for our booklet on Management Service.

THE ROYAL TRUST COMPANY

OFFICES ACROSS CANADA FROM COAST TO COAST

Can You INCREASE Your Investment Income?

Is it possible . . . by rearrangement of your securities . . . to increase *safely* your retainable income? The answer to this question probably depends upon a thorough analysis of your securities. Such an analysis can be obtained . . . without obligation . . . by making use of the facilities and consultation service of this organization.

Many of our Clients find our "Investment Record" book . . . in which we list their holdings . . . most helpful. Available on request . . . no obligation involved.

NESBITT, THOMSON AND COMPANY, LIMITED

38 King St. W., TORONTO. Phone EMpire 4-6146

MONTREAL TORONTO OTTAWA HAMILTON LONDON, ONT. KITCHENER QUEBEC SAINT JOHN, N.B. WINNIPEG CALGARY EDMONTON VANCOUVER VICTORIA

609A

"YOU ARE NOW LOOKING INTO OUR NEW OFFICES. ALL THE FILING CABINETS ARE STEEL — BY **Sankey-Sheldon** — OF COURSE"

SANKEY-SHELDON, 36 Front Street W. Toronto Telephone EM. 6-9421

ASSOCIATED WITH LYSAGHT'S CANADA LTD., HAMILTON

Brighter Future Seen For Boy, 4 and Sister, 2

Father and Friend Protect Children!

Last winter, a young father told a Confederation Man: "Fred, you know how much is left of my $5,000 income after payments on my house . . . food and clothing bills . . . and all the other expenses. How much protection can I *afford* for my family?"

"A lot more than you think, Jim," replied the Confederation Man. "We have a plan that, on your salary, will provide for your family $10,000 in cash at death . . . and $100 every month until your daughter is 21. Then, they'll receive another $10,000. In the event of death after your daughter is 21 this plan provides $20,000 in cash. That's enough to provide a brighter future!" That's how a Confederation Life Man helped one father protect his family. He can help *you* too!

PROTECT THE ONES YOU LOVE

...consult **Confederation Life** ASSOCIATION

For full information, consult your Confederation Life Rep.

53-15

Step Smartly Into Spring

As surely as Spring comes to Canada, thousands of Canadian men come to Agnew-Surpass . . . to the 105 Agnew-Surpass Stores from coast-to-coast to select shoes of distinction.

"THE WARWICK"

A Sovereign Shoe favored for value chosen for quality.

$17.95

Agnew-Surpass SHOE STORES LIMITED

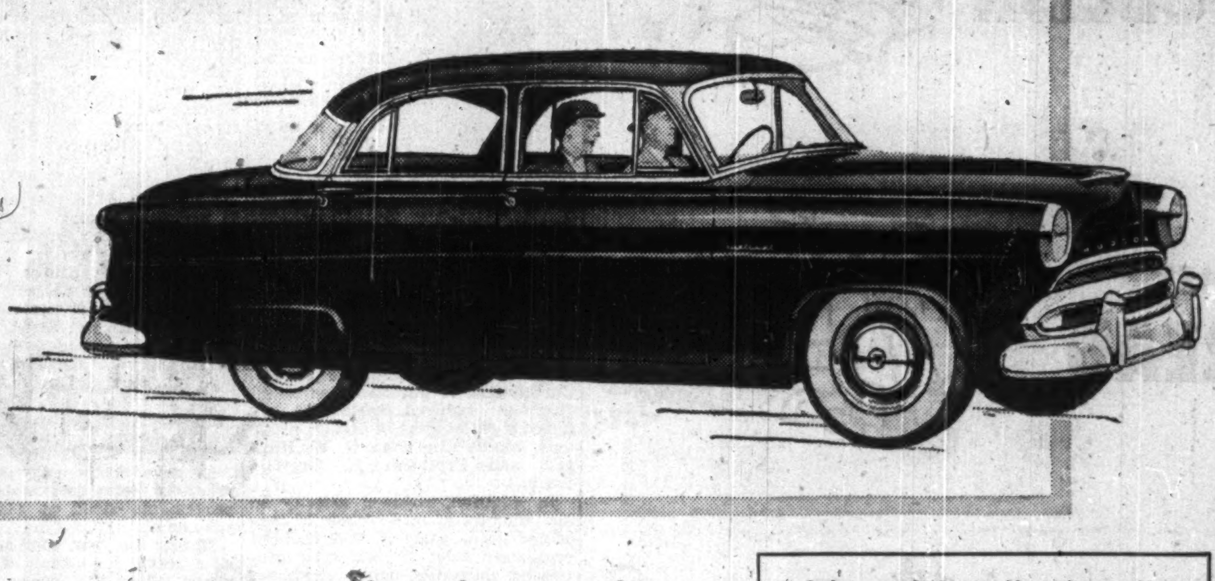
"where all Canada shops for shoes"

HUDSON UNVEILS A NEW KIND OF CAR

IN THE LOW-PRICE FIELD

WITH PERFORMANCE, LUXURY AND SAFETY

COMPARABLE ONLY TO THE FABULOUS HUDSON HORNET!



A compact, economical wonder car with a hug-the-road ride like the Hudson Hornet itself!

HERE is a new kind of compact, economical car, with such high-power performance . . . such luxurious interiors . . . such a remarkable ride, durability and safety . . . that it can be compared only to the fabulous Hudson Hornet itself! And it's yours at a low price!

This exciting new motor car is possible only because of Hudson's exclusive "step-down" design, which creates the lowest center of gravity among Canadian or American cars. This enables the new Hudson Jet to hug the road tighter than any other car, except another Hudson!

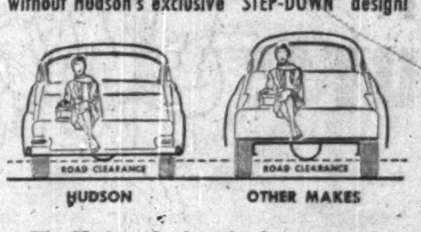
That is why the new Hudson Jet safely handles more power in relation to weight than has ever been possible in any other car in the low-price field.

The new Hudson Jet is economical. Its super-compression, six-cylinder engine is uncomplicated in design, inexpensive to maintain, and delivers unusual gas mileage. The whole car is ruggedly built for low upkeep and servicing costs.

The new Hudson Jet provides complete comfort for six passengers in the most luxurious interiors ever seen in a low-priced car.

We invite you to visit us—to try this new kind of car—at your very first opportunity!

Such a car as this would not be possible without Hudson's exclusive "STEP-DOWN" design!



The Hudson Jet has the floor recessed within the base frame. This provides the lowest center of gravity among American-designed cars, and makes it possible to safely put more power in relation to weight in the Jet than in any other low-priced car.

New Dual-Range HYDRA-MATIC DRIVE and sensational TWIN H-POWER either or both optional at extra cost.

HUDSON JET

In durability and quality a worthy companion to the Hudson Hornet and Hudson Wasp

Standard trim and other specifications and accessories subject to change without notice

NOW ON DISPLAY AT YOUR NEAREST HUDSON DEALER SHOWROOM

LABORATORY INSTALLATIONS

Laboratory fixtures made in Canada by McKay are the best obtainable. Let us help you plan your lab.

FRANK G. McKAY CO. LTD.

36 Wellington St. E. Telephone EMpire 3-4035 Toronto, Ontario

more and more people... are banking at

The Canadian Bank of Commerce

130-2

Company Reports

For a chart on the growth of Howard Smith Paper Mills Ltd., one of the stocks chosen in The Post's "Selected Growth Stocks" series, see The Financial Post, Feb. 7.

HOWARD SMITH PAPER MILLS LTD. consolidated net profit of $3,826,882 for 1952 was 21.4% less than 1951 net of $4,914,725.

Market for company's products in 1952, compared with previous year, was "weak and spotty," reports President E. Howard Smith. Heavy backlog of orders at the start of 1952 permitted all paper machines to run full in first quarter, but all machines except those at Donnacona were shut down at times during the balance of the year due to lack of orders. Total tonnage of paper produced was down about 2.6% on the year.

Demand for all grades of woodpulp fell off drastically during second and third quarters, followed by improvement in the fourth quarter, says Mr. Smith. A substantial drop in prices of all grades of pulp, combined with strength of the Canadian dollar, resulted in a material reduction in company's net returns on pulp sales.

Capital expenditures for plant improvement and expansion amounted to $6,654,830. Modernization and expansion of Cornwall division's soda pulp mill, under way for two years, is near completion. A new paper mill shipping building at the same division was completed.

Canada Paper Co. installed a new drum barker and a new electrostatic precipitator to improve chemical recovery. At Alliance Paper Mills, No. 3 paper machine was completed and steam plant extended.

Extension to Arborite Co. plant continued throughout 1952. With installation of new hydraulic press yet to be delivered, current program will be virtually completed.

At Donnacona Paper Co., new pulp drying machine went into operation about midyear, while plans for revamping two paper machines are still under way.

In early March, all paper machines were operating from five to six days per week, says the president, while the pulp mills were averaging about 80% of capacity.

At end of 1952, 91,820 shares of Donnacona Paper Co., or 90.7% of that company's issued and outstanding shares, had been exchanged for shares of Howard Smith Paper Mills Ltd. under the exchange offer of last summer (The Financial Post, Aug. 30, 1952).

CONS. INCOME ACCOUNT

Years Ended Dec. 31:	1952	1951
	$	$
Net earnings	14,052,828	15,182,010
Less: Depr. & depl.	4,241,107	3,639,076
Bond interest	787,089	463,609
Research exp. w/o	61,621	114,600
Inc. tax res.	4,950,000	6,050,000
Min. divds.	131,200	......
Min. equity in prof.	54,929	
Net profit	3,826,882	4,914,725
Less: Pref. divds.	320,000	320,000
Common divds.	1,633,789	1,148,881
Surplus for year	2,059,222	3,445,844
Times Interest Earned:		
Before depr. & depl.	17.85	32.75
After depr. & depl.	12.47	24.90
Earnings per Share and Dividend Record:		
Preferred	$23.92	$30.72
Paid	2.00	2.00
Common (old)	....	....
Paid	....	2.25
Common (new)	2.05	2.87
Paid	1.00	0.25

CONDENSED CONS. BALANCE SHEET

As at Dec. 31:	1952	1951
Cash	$2,112,940	$598,848
Accts. rec.	8,113,863	8,191,598
Inventories	18,852,176	12,589,648
Total curr. assets	29,078,079	21,380,094
Funds on dep.	4,963,750	9,961,824
Life ins., c.s.v.	106,049	107,275
Investments	490,593	5,800,314
Misc. assets	512,683	637,582
Fixed assets	38,427,939	55,129,152
Total assets	73,579,093	93,016,241
Accts., etc., pay.	3,631,737	4,287,654
Taxes pay.	2,809,397	3,013,396
Bonds due	795,000	600,000
Total curr. liab.	7,236,134	7,901,050
Funded debt	21,380,000	17,300,000
Reserves:		
Depr. & depl.	......	28,499,673
Contingencies	473,300	485,300
Inventories	1,500,000	1,500,000
Min. int.	921,0?5	......
Capital stock	17,172,333	14,923,891
Capital surplus	738,584	2,405,640
Earned surplus	24,157,647	20,000,687
Working capital	21,841,945	13,479,044

CANADIAN INDUSTRIES LTD. net income of $10,752,768 for 1952 was 6.7% less than 1951 net of $11,526,625

Sales amounted to $143,113,000, a company record and 4% higher than previous year's sales of $137,900,000. Curtailment of purchases, as many customers reduced inventories, affected sales volume of certain products, report Chairman G. W. Huggett and President H. Greville Smith.

In addition, reduced activity in manufacture of many kinds of consumer goods early in 1952 reduced company's sales of industrial processing chemicals, paints, varnishes and other finishes. However, demand for most products strengthened toward midyear.

Sales of nylon yarn and staple, finishes and coated fabrics for automotive production were higher than in previous year. Domestic demand for "Cellophane" recovered in the second half to reach a new record. Sales of sporting ammunition declined because of large stocks in dealers' and consumers' hands, says the president.

Total exports by C-I-L were lower than in 1951. Sales to U. S. dropped as supply situation there improved. Competition resulted in some changes in other markets.

Operating profit improved before deduction of special depreciation provision of $2,716,000 on plants still under construction. After this deduction, operating income before taxes was down 9%.

Decline from preceding year in investment income was accounted for by absence of dividends from General Motors Corp., following sale early in 1952, of remainder of holdings of GM shares. This sale, together with realization of other assets during the year, resulted in a gain of $1,289,000 over book values.

Dividends from subsidiary and other managed companies were higher. Sales and net profit of Alchem Ltd. rose, partly as a result of introduction of new products. Sales of Canadian Hanson and Van Winkle Co. were below 1951's record totals, but declining trend of net income was reversed late in 1952.

For Canadian Safety Fuse Co., 1952 sales reflected increased volume, as net income rose. Despite sharp increase in sales of carbon bisulphide during the second half of 1952, earnings of Cornwall Chemicals Ltd. were slightly lower due to advancing costs.

Company's investment in operating assets increased 10% during the year to $150.5 millions. Expenditures on projects under construction totaled $26.6 millions, with an additional $21.6 millions still unexpended at year-end. Last year's expenditures were almost triple the previous record for any single year.

The two principal C-I-L shareholders, E. I. du Pont de Nemours & Co. and Imperial Chemical Industries Ltd. have undertaken to lend C-I-L the cash required to ensure successful completion of the planned program of plant construction.

New explosives plant at Calgary was brought into operation in May. At Copper Cliff, Ont., manufacture of liquid sulphur dioxide for use by the pulp and paper industry was launched.

Construction of nylon intermediates plant at Maitland, Ont., biggest single project ever undertaken by C-I-L, progressed satisfactorily, report the chairman and president. By year-end, structural framework for processing units was near completion. Hexamethylene diamine operations will start late this year.

Plant at Edmonton for the manufacture of basic plastic polythene from natural gas is also expected to go into production late in 1953.

Two projects under way at Beloeil, Que., are a plant to manufacture Nitrone, a blasting agent, and an extension to company's central research laboratory.

"Within the next two years important projects already under construction will be brought into operation," say the chairman and president. "Much significance attaches to the greater output and wider range of chemicals which will then be available."

Regarding the civil action of the U. S. Department of Justice against Imperial Chemical Industries, E. I. du Pont de Nemours & Co. and others, the only course proposed by the court which was acceptable to ICI and du Pont is segregation or physical division of C-I-L's plants and properties (The Financial Post, Dec. 27).

The two major shareholders of C-I-L submitted their proposed plan of segregation to the U. S. court in January. Any plan approved by the U. S. court will be placed before C-I-L's directors when the protection of all shareholders' interests will be received, report the chairman and president.

INCOME ACCOUNT

Years Ended Dec. 31:	1952	1951
	$	$
Oper. income	28,686,059	27,924,057
Invest. income	905,159	1,199,625
Less: Deprec.	7,239,229	4,399,257
Inc. tax res.	11,599,221	13,197,800
Total net income	10,752,768	11,526,625
Less: Pf. divds.	325,500	325,500
Com. divds.	7,059,081	7,050,114
Surplus for year	3,368,187	4,151,011
Earnings per Share and Dividend Record:		
Pref.: Earned	$231.24	$247.88
Paid	7.00	7.00
Com.: Earned	1.48	1.59
Paid	1.00	1.00

CONDENSED BALANCE SHEET

As at Dec. 31:	1952	1951
Cash	$4,630,722	$9,345,514
Accts. rec.	14,644,241	13,038,520
Mkt. secs.†	8,432,277	18,095,968
Inventories	21,454,411	20,725,674
Total curr. assets	49,161,651	61,205,676
Misc. assets	771,391	676,477
Investments	1,184,533	1,394,533
Land, bldgs., etc.	99,587,090	74,535,112
G'will, pats., etc.	3,377,151	3,377,151
Total assets	154,081,816	141,188,949
Accts., etc., pay.	14,763,098	12,329,588
Taxes pay.	7,263,834	7,950,706
Total curr. liab.	22,026,932	20,280,294
Depr. reserve	48,536,404	42,573,189
Other reserves	5,039,851	5,080,563
Capital stock	22,055,336	21,701,139
Capital surplus	29,641,325	28,352,483
Earned surplus	26,781,968	23,201,281
†Market value	8,376,000	18,051,000
Working capital	27,134,719	40,925,382

For a chart on the growth of Consolidated Paper Corp., one of the stocks chosen in The Post's "Selected Growth Stocks," see The Financial Post, Jan. 24.

CONSOLIDATED PAPER CORP. consolidated net profit of $10,337,981 for 1952 was 19.9% less than 1951 net of $12,905,574.

There was a slight increase in dollar value and tonnage of sales, despite lower demand and prices for pulp, report Chairman L. J. Belnap and President G. M. Hobart. Earnings were seriously affected by the adverse exchange rate on U. S. currency; exchange loss was $1,614,262 compared with profit of $2,866,171 in 1951.

Inventories, mainly of pulpwood, were $45,654,154 at year-end, largest in company history. Cost of pulpwood increased approximately 20% over previous year.

Capital expenditures totaled $3,289,104. Major projects included completion of pyrites plant for production of sulphur, Laurentide division; installation of two additional barking drums, Belgo division; replacing drying cylinder on Kraft paper machine, Wayagamack division; and replacing mechanical with electric drives on three paper machines, Port Alfred division.

Approved but unexpended appropriations for replacements and improvements stood at $1,917,532 at year end.

During the year, company acquired a license for a limit of 53 square miles, which will make additional wood available for its Pembroke division.

"While we look forward to a high level of business activity throughout most of 1953, there are indications of a trend toward moderately lower volume and higher costs," say the chairman and president. "Newsprint operations continue at capacity, Kraft and cardboard at slightly under capacity. The demand for pulp is drastically reduced in volume and price."

Annual meeting is April 30.

CONS. INCOME ACCOUNT

Years Ended Dec. 31:	1952	1951
Sales	$94,880,759	$93,396,991
Net earnings	28,905,981	33,584,127
Less: Deprec.	5,008,744	4,850,073
Bond int.	441,662	576,655
Income taxes	13,120,000	15,250,000
Add: Sec. prof.	2,406	*1,825
Net profit	10,337,981	12,905,574
Less: Divds.	5,773,816	5,773,660
Surplus for year	4,564,165	7,131,914
*Loss.		
Times Bond Interest Earned:		
Before deprec.	65.45	58.24
After deprec.	54.11	49.83
Earnings per Share and Dividend Record:		
Common: Earned	$4.03	$5.03
Paid	1.50+0.75	1.50+0.75

CONDENSED CONS. BALANCE SHEET

As at Dec. 31:	1952	1951
Cash & Dom. bds.	$3,498,603	$4,293,398
Invest. secs.†	8,814,146	12,531,984
Accts. & bills rec.	9,267,662	9,793,870
Inventories	45,654,154	37,947,955
Cash, bds. re s.f.	3,836,085	4,439,454
Total curr. assets	71,070,650	60,006,681
Misc. assets	783,348	760,315
Adv. payt.	84,449	358,868
Fixed assets*	33,647,704	35,383,898
Total assets	105,586,151	105,509,742
Accts. & tax. pay.	17,103,663	17,150,521
Accr. bond int.	204,076	240,905
Divds. pay.	3,944,867	3,932,510
Bonds s.f. payt.	3,836,080	4,439,368
Total curr. liab.	25,088,686	25,763,304
Property res.	16,297,074	16,279,006
Conting., etc., res.	3,881,581	3,875,742
Bond interest	6,312	7,016
Funded debt	11,356,000	15,161,500
Capital stock	5,140,213	5,139,509
Surplus	43,816,285	39,283,665
*After depr. of	70,430,070	65,698,838
†Market value	8,165,700	11,816,515
Working capital	45,981,964	43,243,357

INTERNATIONAL PAPER CO., New York, consolidated net profit of $52,125,952 for 1952 was 8.3% less than 1951 net of $56,819,172.

Production of paper, board and pulp for sale totaled 3,819,229 tons, down 2% from 1951's record volume of 3,894,675 tons. Canadian production of these lines amounted to 1,067,593 tons, including 801,256 tons of newsprint and 261,239 tons of dissolving and other sulphite pulps.

Sales of all products amounted to $631,420,992, compared with 1951 total of $637,385,653, highest in company history.

Decline in net earnings reflected rising costs, especially of labor and freight, reports President John H. Hinman. An increase of $10 a ton in newsprint prices made by International's Canadian companies on June 15, 1952, offset only partially the shrinkage in their profit margins resulting from heavy increases in production and delivery costs and from decline in U. S. dollar relative to the Canadian.

Only major expansion work in 1952 was a construction program on second unit of the Natchez, Miss., dissolving pulp mill, designed to double capacity.

Reconstruction program at the Hawkesbury dissolving pulp mill of Canadian International Paper Co. was substantially completed by year-end, and mill is now producing some special new grades of hardwood dissolving pulp.

In December, 1952, International Paper Co. Foundation, a nonprofit corporation, was organized under New York law with power to apply its funds in charitable, educational, scientific and similar fields. Company made an initial contribution of $1.5 millions to the foundation.

Percy J. Ebbott, president of Chase National Bank of New York, has been appointed to board of directors to fill vacancy created by resignation of Winthrop W. Aldrich.

Volume in the current year, reports the president, has started well. Demand for container board picked up sharply in August and has carried through the year-end. For the most paper grades, demand is still below peaks of 1951 and early 1952, but volume for 1953 is expected to be as good as 1952.

Labor and transportation costs will average higher in 1953 because present increased rates applied to only part of last year. On the other hand, says the president, there is some hope that material and labor costs may be leveled off and that some tax relief may be forthcoming.

CONS. INCOME ACCOUNT

Years Ended Dec. 31:	1952	1951
	$	$
Net sales	631,420,992	637,385,653
Net earnings▲	165,620,883	191,632,217
Less: Depr. & depl.	21,932,198	20,785,562
Inc. tax res.	91,562,733	114,027,483
Total prof. bal.	52,125,952	56,819,172
Less: Pref. divd.	920,000	920,000
Com. divds.	26,700,000	26,700,000
Surplus for year	24,505,952	29,199,172
▲Incl. for exch. profit of	*2,092,327	3,889,894
*Loss.		
Earnings per Share and Dividend Record:		
4% Preferred	$226.63	$247.04
Paid	4.00	4.00
Common	5.75	6.28
Paid	3.00	3.00

CONDENSED CONS. BALANCE SHEET▲

As at Dec. 31:	1952	1951
Cash & govt. secs.	$49,136,064	$35,997,081
Accts. rec. less res.	35,767,109	39,048,008
Inventories	85,619,742	81,016,207
Total curr. assets	170,522,915	156,061,296
Def. assets & exps.	4,828,309	4,411,704
Investments	17,667,425	14,442,489
Cap. exp. fund	25,631,000	30,097,300
Plants & props.●	207,490,803	197,986,589
Woodlands	45,408,917	44,701,743
Total assets	471,549,369	447,701,121
Accts. pay.	18,689,365	18,976,873
Accr. tax., etc.*	26,603,340	30,598,263
Total curr. liab.	45,292,705	49,575,136
Reserves	26,232,240	22,607,513
Capital stock	89,750,000	89,750,000
Cap. re pf. conv.	40,430,070	40,430,070
Capital surplus	59,969,622	59,969,622
Surplus	209,874,732	185,368,780
●After depr. of	202,614,623	183,530,383
*After deduct U.S. sav. notes of	75,838,185	93,993,359
▲U. S. funds.		
Working capital	125,230,210	106,486,160

Manitoba Power Comm. February Use Up 17%

Manitoba Power Commission purchased and generated 34,478,800 kwh of electricity during February, an increase of 17% over February, 1952.

Unusually good weather conditions during February permitted excellent progress on its projects, the Commission reports. Major changes in existing distribution systems are in progress at Killarney, Reston, Dauphin, Powerview, Bowsman River and Kenville.

Picard & Fleming

Members:

The Toronto Stock Exchange | Montreal Curb Market
Calgary Stock Exchange | Canadian Commodity Exchange Inc.

129 ADELAIDE ST. WEST, TORONTO 1, ONTARIO

Telephone: EM. 6-3751

147 Spadina Ave., Toronto, Phone EM. 6-9736

Branch Offices: 181 Charlotte St., Peterborough, Ont.

Brahms wouldn't sound the same on a tin-horn

Tone—When you *speak* with a client or customer face to face, your tone and appearance add immeasurably to the force of your words. But, when you send your words by mail, you must rely on the paper to supply overtones as to your good taste and high standards. So choose

SUPERFINE LINEN RECORD

Canada's finest all-new-rag bond paper

The slightly extra cost over the cheapest of papers is negligible in comparison to the effect it produces. And your printer, engraver or lithographer will appreciate the opportunity to do his best work in producing a letterhead worthy of himself and you.

Other fine Rolland papers, each with a distinctive individuality, are:

- ROLLAND PARCHMENT
- ROLLAND ANTIQUE LINEN AND VELLUM
- EARNSCLIFFE LINEN BOND
- COLONIAL BOND
- SERVICE BOND
- ROCKLAND BOND

Ask your printer, lithographer or engraver about these quality papers.

Rolland Paper COMPANY LIMITED

High Grade Paper Makers Since 1882

HEAD OFFICE AT MONTREAL, QUE. • BRANCH OFFICES AT TORONTO, ONT., AND AT WINNIPEG, MAN. • MILLS AT ST. JEROME, QUE., AND AT MONT ROLLAND, QUE.

WE PUBLISH

THEY READ

THEY BUY!

Country Guide readers *do* place a high value on their farm magazine. Renewed subscriptions prove this — subscriptions that are maintained, as well as new ones gained — *without* special gimmicks, come-ons, and all the other usual subscription boosters!

Your product—if seen in the Guide—receives the respect and the favorable attention you want. Interest is aroused, confidence established and desire stimulated so that action frequently follows.

We Publish—They Read—They Buy—when you use

THE Country GUIDE

WINNIPEG — CANADA

CANADA'S LARGEST MONTHLY RURAL MAGAZINE

DODGE "Job-Rated" EXPRESS MODELS

Illustrated — Dodge "Job-Rated" half-ton express. Wheelbase 108". Maximum Gross Vehicle weight 4,850 lbs.

have greater EARNING POWER

here's why

THEY CARRY MORE

You'll find Dodge express bodies, with their extra width and depth, provide greater capacity—particularly important if your loads are bulky. Further, thanks to Dodge "Job-Rated" truck design (which reduces truck weight by shortening the wheelbase and over-all length) there's a sizeable payload advantage over trucks of similar Gross Vehicle Weight . . . you haul more at lower cost.

THEY TURN EASIER

Dodge is the ideal truck for hauling on crowded streets, through narrow alleys or wherever a highly manoeuverable truck is desirable. With the shortest turning diameter of any popular truck, you turn in less space, with less effort . . . makes wheeling through traffic and parking a cinch. The exceptional handling ease of Dodge trucks means faster delivery trips for you.

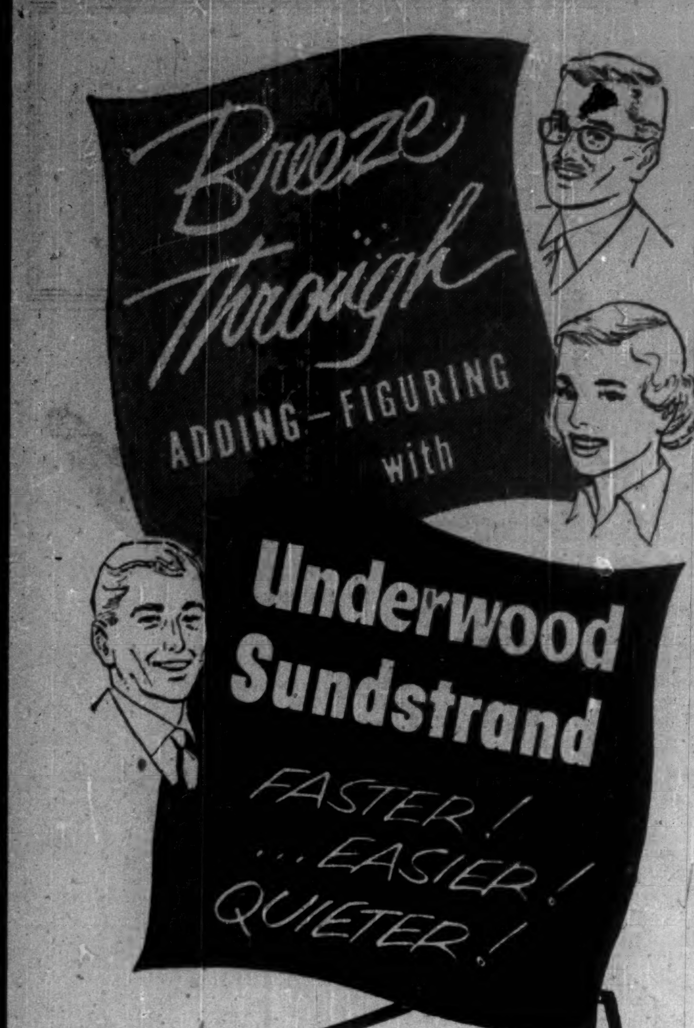
THEY'RE EASIER TO LOAD

Dodge express bodies are much closer to the ground than most competitive models to make loading faster and easier . . . without sacrifice of road clearance. And Dodge running boards are full foot-width to make side loading safer and easier. You save time . . . and time's money. In addition, Dodge express bodies are more "grain-tight"—no more "dribble" losses when carrying gravel or similar material.

THEY'RE BUILT FOR COMFORT AND SAFETY

You drive with passenger car comfort and safety in the handsome new Dodge all-steel cab. Seats are wide and chair-high and there's lots of head, leg and shoulder room. Wide doors make it easy to enter and leave from either side. High, wide windshields provide exceptionally fine vision. Half-ton models feature dual-cylinder rear brakes for extra safety; one-ton models have new dual-primary rear brakes to provide greater stopping ability. All brakes have rivetless Chryco Cyclebond brake linings for longer wear.

SEE THEM TODAY AT YOUR DODGE-DESOTO DEALER'S



For every business—large or small—there's an Underwood Sundstrand with the famous 10-Key Keyboard that cuts errors . . . makes touch operation so easy. Anyone can learn in a few minutes.

Without obligation, call Underwood for a convincing demonstration . . . right in your own office . . . on your own work.

NEW, 10-KEY PORTABLE ELECTRIC ADDING-FIGURING MACHINE

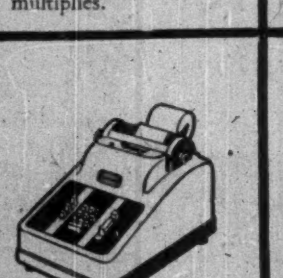
This Underwood Sundstrand adds, subtracts, gives credit balances and handles all kinds of figuring problems. 10-Key Touch Method Keyboard is "so-easy-to operate" . . . saves time . . . eliminates annoying errors.

MANUALLY OPERATED FIGURING MACHINE

The ideal machine for general needs . . . especially designed for small or large businesses. Adds, subtracts, multiplies.

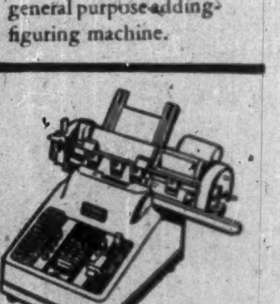
AUTOMATIC PRINTING CALCULATOR

Here is the efficiency and economy of two machines in one—a calculator that prints . . . a general purpose adding-figuring machine.



PORTABLE ELECTRIC 10-KEY DUPLEX

Addition, subtraction, credit balances. Two machines in one for giving group and grand totals. Available with shuttle carriage.



AUTOMATIC PORTABLE POSTING MACHINE

One low-priced machine for posting accounts receivable, payable, etc., as well as a complete adding, subtracting, figuring machine.

ADDING MACHINE DIVISION

Underwood Limited

HEAD OFFICE 135 VICTORIA ST., TORONTO - EM. 4-7431

Branches in All Principal Canadian Cities

AD-23

MADE AND SERVICED BY THE MAKERS OF UNDERWOOD TYPEWRITERS

Trend of Business

Furniture store sales latest month 30% ahead of last year. Causes: combination easy credit and increased disposable personal income with weakening cost of living, rising wages.

Carloadings this year to Mar. 14 7% behind same period last year.

Department store sales second week of March 4% above same week last year. Month of February 2% ahead of same month last year. Gains for February: Maritimes, 7.5%; Alberta, 7%; Quebec, 5%; Ontario, B.C., 2%. Soft spots: Manitoba, down 4%; Saskatchewan, down 1%.

Variety store sales up 19% over year earlier at latest.

Chain office-and-store appliance dealers sold 16.5% more latest month than year earlier.

Manufacturers' inventories increased in value first time in many months at latest report. Now 3% below year ago. Manufacturers investment in inventory rose 27% in 1951, 11% in 1950, so Korea-caused bump going down.

Calves shipped from stockyards for feeding this year to Mar. 14 78% more than same period last year.

Wool production in 1952 12% above 1951. Domestic use of wool appears to be down considerably, and this decline hit imports. Average farm price for year was half year before.

Production new spirits by distillers latest month down 16% from year earlier, but inventories distilled liquors up somewhat.

Coal production this year to Mar. 1 13% below same period last year, with imports down too.

Farmers' marketings of hard wheat this crop year to Mar. 5 16% ahead of same period last crop year, in volume. (Crop year begins Aug. 1).

Major Weekly Indicators

	Latest Week	Week Ago	Month Ago	Year Ago
Department store sales (% ch. from year earlier)	+2	+11	+18	—10
Carloadings, total (cars)	73,761	71,428	68,549	75,696
Eastern Canada (cars)	48,176	46,176	45,194	49,717
Western Canada (cars)	25,585	24,482	23,355	25,979
Iron and steel products (cars)	1,634	1,397	1,462	2,241
Ores, concentrates (cars)	2,375	2,535	2,035	2,274
Base Metals	647	807	570	588
Lumber, timber, plywood (cars)	3,928	3,993	3,663	3,638
Cement	1,013	960	694	—
Motor veh. production (No.)	9,930	9,897	9,927	7,881
Bank of Canada holdings of securities ($ millions)	2,197	2,195	2,231	2,080
Short term governments ($ millions)	1,368	1,353	1,404	1,188
Long term governments ($ millions)	814	828	814	880
Other securities ($ millions)	14	14	13	11
Bus. failures (4-wk. moving av.)	19.8	22	25.5	27
Canadian Dollar (U.S. cents. average)	101.607	101.555	102.191	100.547
T.S.E. Industrials index	320.33	320.67	322.60	326.13
Bank Clearings				
Montreal ($ millions)	425	368	387	408
Toronto ($ millions)	532	447	442	423

Facts by the Month

	Latest Month	Month Ago	Two Mos. Ago	Year Ago
WHAT WE PRODUCE—				
In all industries (index)	235.3	247.8	248.0	211.6
—In factories (index)	219.1	263.1	260.2	223.5
Total nondurable goods (Index)	212.9	232.2	228.1	197.9
Food & bev. (Index)	212.5	241.1	241.1	195.3
Textiles (Index)	194.9	206.9	212.8	191.8
Clothing (Index)	169.5	171.9	173.4	128.0
Chemical products (Index)	261.9	275.1	272.9	262.1
Total durable goods (Index)	305.7	311.5	310.4	263.5
Iron & Steel products (Index)	296.9	302.2	298.8	279.2
Primary iron & steel (Index)	310.9	310.1	315.6	293.9
From mines (Index)	170.2	184.5	198.7	151.9
Metals (Index)	118.2	119.2	119.5	112.5
Nonferrous smelting, refining (Index)	223.7	211.8	211.5	198.6
Gold (Index)	109.7	112.3	113.0	105.1
—From farms				
Hogs graded (000)	456	451	1,013	513
Cattle delivered (000)	114	126	162	79
Flour (Index)	145.2	186.5	182.0	143.6
—From sea				
E. Coast catch ($000)	2,196	3,384	1,455	1,551
W. Coast catch ($000)	278	155	1,021	1,628
—From forests				
Newsprint (000 tons)	474	463	463	470
Pulp (000 tons)	692	722	767	719
—In powerhouses				
Electricity (Index) (seasonally adjusted)	238.7	225.4	237.1	220.5
WHAT WE SELL—				
■**Retail sales ($ millions)**	814	1,121	983	725
■Dept. store sales ($ millions)	62	64	137	60
■Country store ($ millions)	40	52	45	36
Wholesale sales (value Index)	308.9	340.9	362.6	310.2
Pass. car sales (units)	23,130	19,214	23,218	13,777
WHAT'S ON HAND—				
■Mfrs. inventories (value) (Index)	186.7	183.8	184.2	192.7
Dept. store stock/sales ratio	[illegible]	1.7	2.1	3.3
SPENDING, SAVING POWER—				
■Labor income ($ millions)	[illegible]	930	931	865
Dividend payments (Index) (annual rate)	244.1	243.7	242.5	246.2
JOBS—				
Employment (Index)	187.1	192.2	192.3	181.0
Mfg. employment (Index)	196.1	199.6	199.8	183.6
BUILDING—				
Contract awards ($ millions)	85	99	98	109
Housing starts (units)	3,732	7,664	9,810	2,217
FOREIGN TRADE—				
Exports ($ millions)	321	394	392	329
Imports ($ millions)	329	345	363	307
MONEY—				
Money supply ($ millions)	5,176	5,129	5,143	4,843
Cheques cashed ($ millions)	11,722	12,386	11,329	9,734
Savings deposits ($ millions)	4,945	4,924	4,916	4,639
Current public loans ($ millions)	[illegible]	3,188	3,243	2,827
Life insurance sales ($ millions)	183	220	224	153
GOVERNMENT—				
Federal surplus (cumulative) ($ millions)	264	292	288	631
PRICES—				
Consumer price index	115.5	115.7	115.8	117.6

Index bases: production, wholesale sales 1935-39=100; employment, payrolls, 1939=100; manufacturers inventories, 1947 average=100; consumer price index, 1949=100.

DEFENSE-IMPORTANT MATERIALS—Production and Supply—

	Latest Month	Month yr. ago	Yr. to date	% chge. yr. to date
Steel ingots and castings (000 tons)	347	317	349	+9
Net imports, primary shapes (000 tons)	114	166	1,452	—2
Primary copper (000 tons)	22.4	22.1	25.8	+1
Nickel (000 tons)	11.7	11.4	14.0	—4
■Cement (000 bbl.)	1,484	1,353	18,425	+8
Lumber (million fbm)	343	318	6,336	—3
Exports (millions fbm)	235	259	3,329	...

■New item this week.

Date for your file: The Financial Post, Mar. 28, 1953.

Alcan Steel Order For B. C. Mill

Further indication of the wide influence under way and to come in major interior B. C. development was in evidence this week with award of a $500,000 contract by Aluminum Co. of Canada to Western Canada Steel Co., Vancouver, for 4,500 tons of electrode studs and collector bars for the Kitimat aluminum potlines. It's one of a number of big contracts placed in B. C. by Alcan in connection with their project.

Minor modifications will be made to existing Western Canada Steel rolling mills to handle what will be the largest size steel yet rolled in B. C. C. D. Hobbs, managing director of Western Canada Steel, indicated that orders of this size justify his company's faith in a B. C. market for steel that brings closer the company's plans for producing steel from B. C. ore.

Vancouver Steel Co., subsidiary company, presently produces steel entirely from scrap with an electric furnace in Burnaby. Ingots made here are reheated and rolled into a variety of shapes at another company subsidiary, Vancouver Rolling Mills Ltd.

Alcan also awarded contracts to two local engineering firms: Heaps-Waterous Ltd., New Westminster, will machine the collector bars; Vancouver Engineering Works will machine the electrode studs.

Plan New Library At Univ. of Sask.

From Our Own Correspondent

SASKATOON — Construction of a $1,000,000 memorial library on the campus of the University of Saskatchewan will start this year and is expected to be completed by 1955.

The proposed plan is to erect a modern three-story L-shaped building with accommodation for the university's present library of 130,000 volumes.

To be called Murray Memorial library (as a memorial to the University's first president, Dr. Walter C. Murray, 1908-1937), the project will be financed largely from provincial government grants ($200,000 this year) with help from a contributory fund.

"Look, Jim . . . here's where to buy it!"

Your sign beckoning from a dealer's store window marks the final step in a planned advertising program. First, you told people *why* they should buy your product . . . and now you tell them *where* to buy it by means of a colourful, eye-stopping Canada Decal sign. For point-of-sale effectiveness, quality appeal and long life there's nothing to match these washable, durable Canada Decals . . . and the cost is low. Find out TODAY how this modern Main Street advertising medium can help you.

WRITE NOW! Use business letter head please. Dept. F-58, 507 King St. E., Toronto, Ont.

CANADA DECALCOMANIA COMPANY LIMITED

TORONTO • MONTREAL • HALIFAX
OTTAWA • WINNIPEG • VANCOUVER

BC Fishing Industry Hopes For Less Labor Strife in '53

From Our Own Correspondent

VANCOUVER — British Columbia's fishing industry leaders right now have their fingers crossed that there won't be a repetition of last year's strikes which disrupted the salmon fishing and made the herring season a total loss.

But they've just been handed demands for wage increases from 4,000 shore workers, and they've a big market headache which, it appears, only price cutting can cure.

The industry, says the Fisheries Association of B. C., expects to start salmon fishing this summer with a carryover from last year's pack of about 550,000 cases of canned salmon.

That's about one third of an average year's pack of 1.5 million cases. Canadian consumption in 1952-53, the association said, is estimated at 900,000 cases. That leaves a big gap in sales to be made up by exports.

To try to increase the Canadian market, the B. C. industry has spent $900,000 since 1949 on a co-operative no-brand advertising campaign. It expects this promotion to help sell more in Canada this year.

With the British market down to a fraction of what it once was, the association says sales can only be built up by pricing salmon at a level that will allow it to compete with other protein foods like meat, poultry, canned tuna and processed meats.

The general trend of prices, in food commodities, it points out, has been downward since early 1952 and salmon has to be priced accordingly.

That's an answer to the shore workers in the United Fishermen and Allied Workers Union (TLC), which earlier this month submitted demands for wage increases ranging from 10c to 30c an hour, and a 40-hour week. The shore workers take in cannery employees, fresh fish and cold storage workers, and net workers at Vancouver, Steveston, Victoria, Prince Rupert and Namu.

Fight For Leadership

Next to come are demands from the fishermen in the UFAWU. They are expected around mid-April.

What the fishermen will ask for isn't quite clear yet because the union is occupied with an election fight stemming from dissatisfaction over the executive's handling of last year's strikes.

Present union leadership follows the Communist line. A splinter group called the B. C. Gillnetters Association has been formed to protest against the pro-Communist leadership and its handling of negotiations.

At the annual convention recently, the UFAWU threatened to expel any member who joined or advocated joining the gillnetters' group.

Three top positions are being contested in a secret ballot of the membership, the first ever held for the positions by the union. Previously, they were elected at the convention.

The election shapes up this way: For president, incumbent Reg Payne against newcomer Kurt Larsen of the Vancouver local; for business agent, Alex Gordon, business agent since 1945, against William Goddard, Steveston shoreworkers local; for secretary, Homer Stevens, secretary since 1948, against William Herlihy, secretary of Vancouver Fishermen's local.

We take pleasure in announcing that

A. M. REICKER and J. F. GOODWIN

have joined the Sales Department of our Saint John Office.

Branches

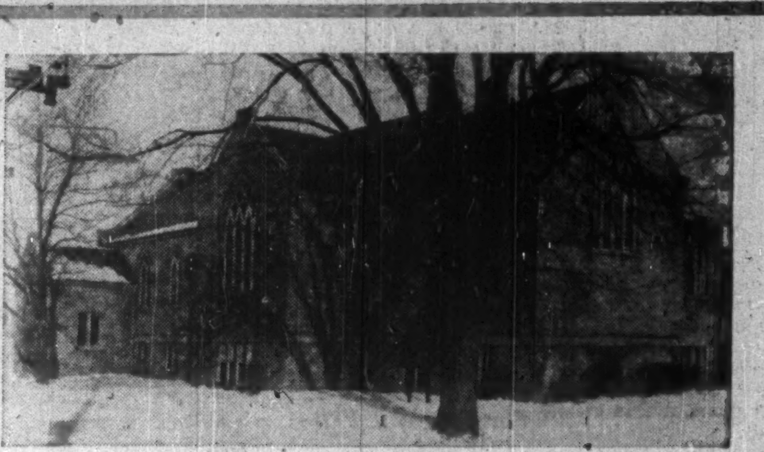
Halifax, Ottawa, Hamilton, Edmonton, Kingston, Jamaica, Moncton, Toronto, Calgary, New York, Saint John, Cornwall, Winnipeg, Vancouver, London, Eng.

W. C. Pitfield & Company, Limited

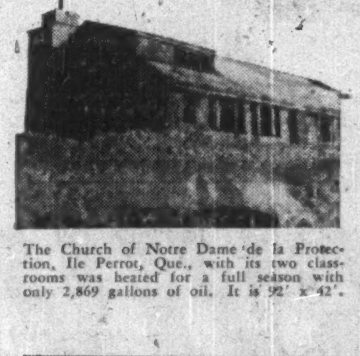
Members of The Investment Dealers' Association of Canada.

MONTREAL

Gar Wood AUTOMATIC HEATING FOR CHURCHES



St. James Church, Brantford, Ont. A spacious building with a fully heated basement. Gar Wood Oil Heating was selected for both efficiency and economy. This large Church used only approximately 3,000 gallons of fuel oil for a full season of satisfactory and trouble-free heating.



The Church of Notre Dame de la Protection, Ile Perrot, Que., with its two classrooms was heated for a full season with only 2,869 gallons of oil. It is 92' x 42'.

Park Street Alliance Church in Peterborough, Ont. It is 61' x 32'. Completely heated with Gar Wood.

Before finalizing on the method and type of heating for any new project, investigate Gar Wood Automatic Heating.

Now, actual records are available which prove the efficiency and economy of Gar Wood Automatic Heating in many types of buildings. These records include trouble-free installations in stores, supermarkets, theatres, schools, churches, libraries, apartments, industrial plants, as well as large and small homes.

Write for full technical information and owner-records of every type of installation. They will be gladly supplied to architects.

Engineering Industries Co. Ltd.
650 Dupont St., Toronto

Quebec Representative
E. H. PALMER,
601 Belmont St., Montreal

Manitoba Representatives
SPECIALIZED HEATING SUPPLIES LTD.,
301 Pembina Hwy., Winnipeg

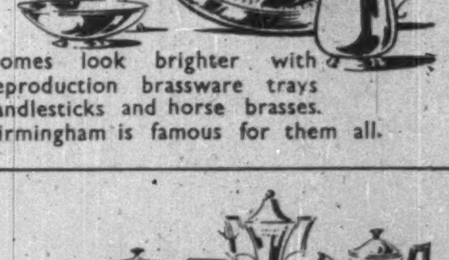
OIL Gar Wood TEMPERED-AIRE GAS
AUTOMATIC HEATING AT ITS BEST

FAMOUS FOR ECONOMY, EFFICIENCY, DEPENDABILITY...

OIL HEATING ASSOCIATION

Homes look brighter with reproduction brassware trays candlesticks and horse brasses. Birmingham is famous for them all.

Fine examples of Birmingham made sporting guns and rifles—modern in design and performance. Incorporating centuries of craftsmanship



Tea and coffee sets, trophies, brush sets and tableware of fine craftsmanship in gold, silver and E.P.N.S. are produced in Birmingham.

Fine jewellery, costume jewellery, compacts, bracelets, earrings, and souvenirs. Birmingham makes them all

The illustrations above merely indicate the vast range of Birmingham manufactures for which your enquiry is invited. Kitchen utensils, wire goods, brassfoundry, electrical equipment, bicycle and automobile accessories, hand tools, hard haberdashery, toys, plastic products, whistles—all are included among Birmingham's 1,500 different trades. That's why it pays to try Birmingham first.

Your easiest way to contact Birmingham manufacturers is to send details of your needs to the City's Information Department and have them circulated free of charge and without obligation to Birmingham firms.

Address your enquiry to INFORMATION DEPARTMENT · COUNCIL HOUSE
BIRMINGHAM
ENGLAND

U. S. Decontrol To Raise Price Of Platinums?

What will happen to platinum prices when the U. S. eases—or completely drops—its control over the precious material?

Hints have been coming out of Washington that the ban forbidding platinum's use for non-essential purposes may soon be lifted. That would mean a re-entry into the market of jewelry manufacturers—the largest group of platinum users cut off by the NPA ban two years ago.

While industry officials will not commit themselves, it's thought certain that lifting of the defense restriction would send platinum prices climbing to levels more in line with the actual supply demand situation.

Although the jewelers would be expected to try for a large share of the scarce free market platinum, the mineral has recently gone through a remarkable upsurge in industrial demand, as well. This has been due largely to its remarkable ability to resist corrosion at high temperatures and its characteristics as a chemical catalyst.

Platinum prices have gone through a wide range of fluctuations. The precious metal rose from $105 a troy ounce during World War I to $154 by 1920. Following World War II, the material jumped from its ceiling of $35 to $93 per oz. by September, 1946. Current quotations run between $93-$95, depending to some measure on the total quantity involved.

Newest of the ever-expanding uses being found for the mineral include applications in the production of new "wonder drugs," high-octane aviation gasoline, explosives, optical instruments, rayon, jet engines, and in atomic power fields.

Canada is at present the largest supplier of the precious metal this side of the Iron Curtain. Platinum metals, such as palladium, rhodium, ruthenium, iridium and osmium, are important byproducts in the refining of nickel and copper. Major producers are International Nickel Co. of Canada and Falconbridge Nickel Mines Ltd. Other producers in the free world are South Africa, Alaska and Colombia.

NEW OFFICERS AND DIRECTORS OF EMPIRE BRASS MFG. CO. LIMITED

C. H. IVEY, M.C. — Chairman of Board of Directors

J. H. STEVENS — President

D. B. WELDON, M.C. — Executive Vice-President

C. N. CHAPMAN — Vice-President Sales

P. J. IVEY — Director

C. R. IVEY — Director

J. W. ADAMS, C.A. — Director

The Annual Meeting of the Shareholders of Empire Brass Mfg. Co. Limited was held Wednesday, March 4th, 1953.

Mr. C. H. Ivey, formerly President of the Company, was appointed Chairman of the Board, and he is pleased to announce the following changes in the Management of Empire Brass Mfg. Co. Limited, and the Board of Directors.

Mr. J. H. Stevens, Vice-President, succeeds Mr. Ivey as President.

Mr. D. B. Weldon, Chairman of the Board of Midland Securities Corporation Limited, appointed Executive Vice-President.

Mr. C. N. Chapman, Director of the Company, appointed Vice-President Sales.

The Board of Directors of the Company, made up of the above mentioned, and Mr. R. G. Ivey, Q.C., and Mr. K. M. Pringle, Chairman of the Board of Directors of Dominion Securities Corporation Limited was increased from six to nine.

The new Directors are: Mr. P. J. Ivey, Mr. C. R. Ivey and Mr. J. W. Adams, C.A.

What's New

New Products, Applications and Ideas Gathered from World-wide Sources or Made in Canada for the First Time

Manufacturers of products which are either completely new or are being made in Canada for the first time are invited to contribute to this column. Describe the product, state its purpose, outline in what respect it is new, and indicate its significance to its field.

Wooden Concrete

Building material is similar to concrete, but is one-fifth its weight. Is said to have 10 times the insulating capacity and can be worked like wood—sawed, drilled, chopped or nailed.

* * *

For Peaceful Patios

Combination lamp and insecticide sprayer provides light and protection from insects. Ideal for porches, terraces, and other outdoor spots where leisurely summer evenings are spent.

* * *

Lady's-Model Mower

Husbands please note: New, 35-lb., all-aluminum, rotary lawn mower cuts within ⅜ inch of walls and shrubbery, thus eliminating need for trimming by hand. Has no external belts. Has a completely guarded concave steel blade said to ensure a thorough, even cut and creating enough suction to make the grass stand up straight. When chopped up, the grass is discharged through a chute too small to smother new grass.

* * *

Plastic Town Planning

Two new building sets, ostensibly educational toys for children, are ideal for adult hobbyists, architects and promotion men. One set contains material for building accurate models of houses, and includes red plastic interlocking bricks (size ¼ inch by ½ inch by one inch), doors, windows, awnings, railings, stoops and roofing material. The second set is for constructing many types of buildings, such as stores, offices, railway stations, etc.

* * *

Car Thieves, Beware

Automatic ignition for autos makes it almost impossible to burgle a car without setting off an alarm. Ignition key is replaced by push button code system. There are eight buttons, and over three million possible combinations. As soon as the first wrong number is pressed the alarm button is sounded and is quieted only by pressing the correct combination. Protective contact under the hood prevents tampering with the ignition or the alarm system.

* * *

Auto Door Lock

Safety lock for car doors attaches to the rain gutter of any car in a matter of minutes without drilling of holes. Locks and unlocks only from the outside, and merely by a twist of the wrist. Prevents doors flying open while car is in motion or standing still. Ideal where small children are frequent passengers.

* * *

New Catalogues

Anchor Plastics Co. Inc., Long Island City, N.Y. — New illustrated folder gives specifications and information about bond preventing split tubing used over wire rope or rods in post tensioned beams. Contains a list of some of the sizes.

Big Alta. Power Program To Feed Industrial Growth

From Our Own Correspondent

EDMONTON—The steady industrial growth which Alberta is now experiencing is calling for large power expansion programs.

General studies have been made by the government-appointed Alberta Power Commission, while Calgary Power Ltd., is making a general survey of possible new sources of supply. One is the Wabamun area just west of Edmonton which has coal reserves.

Calgary Power this year has a capital works program of $10 millions for Alberta, in addition to around $3 millions for farm line extensions. As the demand on the company's system is increasing at the rate of 20,000-25,000 kw a year; a capital expenditure of between $4 millions and $5 millions a year is required to enable the company to keep even with requirements, let alone establish a reserve.

Of this year's program for Calgary Power, $5 millions is for power development, including a new transmission line between Calgary and Medicine Hat. The program will also take care of line demands in the Edmonton area.

Demand Outgrows Capacity

The company last year started construction of a $500,000 substation just east of Edmonton in the "refinery area." Already there is a greater demand for power than the capacity of this substation.

Canadian Utilities Ltd., headed by Bruce M. Hill, has announced a capital works program of about $3 millions, inclusive of farm extensions provided through arrangements with "cooperative" associations. The firm also will make major line extensions and improvements to various northern Alberta power plants. A new gas turbine electric generating unit ordered for its Vermilion, Alta. plant is scheduled to go into operation in the summer of 1954 (The Financial Post, March 7.)

Minister of industries and labor J. L. Robinson has said that under the rural elecrification program, it is hoped to electrify Alberta completely by 1960.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

HENRY MORGAN & CO. net profit of $647,626 for 1952 was 57.5% higher than 1951 net of $411,122.

Sales totaled $31,284,437, a company record and 9.3% higher than previous year's total. For the first time, sales include company's Ottawa branch. Earnings were 4.5% of sales, compared with 3.1% in 1951.

Company's efforts were devoted primarily to improving its basis of operations and to developing branches opened in recent years in Montreal, Toronto and Ottawa, reports President Henry W. Morgan.

Company has arranged for rental of the principal building in a new shopping centre now under construction at Pie IX Blvd. and Jean Talon St. in northeast Montreal.

"Indications for the coming year are promising, and there is every evidence that Canada will continue to develop rapidly and soundly, offering great opportunities for alert management," says the president.

INCOME ACCOUNT

Years Ended Jan. 30:	1953	1952
Sales	31,284,437	28,617,770
Net earnings	1,496,220	912,538
Less: Deprec.	58,376	82,378
Improve w/o	15,218	14,038
Income taxes	775,000	405,000
Net profit	647,626	411,122
Less: 4¾% pf. divds.	66,480	69,113
5% pref. divds.	49,700	25,000
Com divds.	187,234	187,234
Surplus for year	344,212	129,775

†After $150,000 reserve against possible decline in inventory value.

Earnings per Share and Dividend Record:		
4¾% Pref.	$47.45	$29.16
Paid	4.75	4.75
5% Pref.	59.91	34.20
Paid	5.00	2.50
Common	1.70	*0.94
Paid	0.60	0.60

*After allowing for full year's divd. on pref. shs.

CONDENSED BALANCE SHEET

As at Jan. 30:	1953	1952
Cash & call loan	$476,579	$985,406
Accts. rec.	5,215,221	3,843,981
Mkt. secs.†	369,813	300,000
Inventories	2,943,541	3,117,700
Total curr. assets	9,005,154	8,247,087
Misc. assets‡	128,792	278,686
Life ins., c.s.v.	159,310	144,295
Fixed assets	415,302	511,800
Total assets	9,708,558	9,181,918
Accts., etc., pay.	1,705,281	1,572,988
Taxes pay.	653,427	528,342
Conting. res.	125,000	125,000
Total curr. liab.	2,483,708	2,226,330
Capital stock	4,068,100	4,143,100
Capital surplus	.....	90,000
Earned surplus	3,156,750	2,722,538
†Mkt. value	371,000	342,600
‡Incl. ref. EPT	......	83,389
Working capital	6,521,446	6,020,757

Canadian Commentator Writes

The Financial Post is exactly what I need for my addresses in this country and in the United States. Following each meeting, we have a question period—and thanks to The Post I am able to stand up and give the answers.

Only SYLVANIA offers you this!

SYLVANIA gives you a full year's unconditional guarantee on better, brighter fluorescent lamps . . .

This guarantee is absolutely without precedent in the field of Canadian lighting. It can be made only because of the outstanding, *proven* performance of Sylvania Fluorescent Lamps. We *know* that Sylvania Standard Fluorescent Lamps will last well over a year. Actually, under average conditions, they can be expected to last more than 2 years in stores, 3 years in offices and factories and 6 years in schools. Whatever your lighting needs, there's a Sylvania Fluorescent that will do the job efficiently and economically. Find out more about Sylvania lamps *today!*

Here's news of utmost importance to every buyer of fluorescent lighting...

With SYLVANIA, you get a guarantee AND MORE!

Sylvania—and *only* Sylvania—gives you a full year's unconditional guarantee on Standard Fluorescent Lamps. But with Sylvania you get more than a guarantee. You get a lamp specifically designed for better performance, longer life and higher maintained light output . . . a fluorescent that offers you maximum efficiency and value. This guarantee establishes the superiority of Sylvania Fluorescent Lamps beyond all doubt. If you want to get the most for your lighting dollars . . . specify and buy SYLVANIA!

SYLVANIA ELECTRIC (CANADA) LTD.

Manufacturers of Fluorescent, Incandescent and Photoflash Lamps

HEAD OFFICE AND PLANTS: DRUMMONDVILLE, QUE.
GENERAL SALES OFFICES: MONTREAL, QUE.
DISTRIBUTORS IN LEADING CITIES FROM COAST TO COAST